

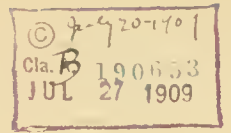
NEW YORK

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181 BROADWAY

1909



American Suburbs and Resorts

Vol. III

JULY, 1909

No. 7

THE ATTRACTIONS OF
LONG BRANCH

NEW JERSEY

ILLUSTRATED

*Embracing: Elberon, West End, Hollywood, Norwood Park, Branchport,
East Long Branch, North Long Branch, and Pleasure Bay*

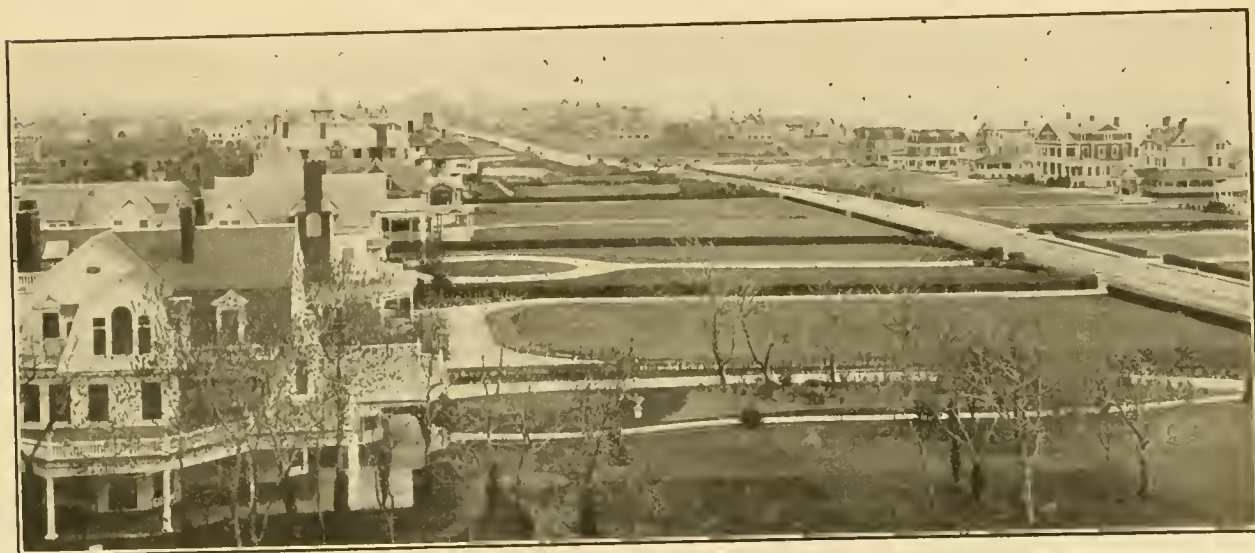
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181 BROADWAY



OCEAN AVENUE, ELBERON—LOOKING SOUTH



OCEAN AVENUE, ELBERON—LOOKING NORTH



OCEAN AVENUE, NEAR TAKANASSEE LAKE—LOOKING SOUTH

Cottrell Photo.



ELBERON AND WEST END. NEAR TAKANASSEE LAKE



COTTAGES AT ELBERON, WEST FROM LILDY COTTAGE

Cottrell Photo.



RESIDENCE OF C. W. LUYSTER, PARK AND NORWOOD AVENUES



BATH AVENUE—LOOKING WEST

Cottrell Photo.

Long Branch—The Garden Spot of the Garden State

LONG BRANCH includes the sections known as Elberon, West End, Hollywood, Norwood, Branchport, East Long Branch, North Long Branch and Pleasure Bay. It stretches along the ocean for over six miles and extends inland over two miles. In area it is ten times as large as any other Jersey coast resort, and in population it exceeds any other resort except Atlantic City twofold.

The city is located a little over thirty miles from New York in an air-line at the point where the railroad from New York and North Jersey first touches the coast. It is also at the head of navigation on the Shrewsbury River and the terminus of the Central Railroad spur on which Sandy Hook steamer passengers are brought along the shore.

Right at this point the highest elevation of land on the entire Atlantic seaboard, according to official government surveys, is reached, and Long Branch is located on a high, dry coast plateau overlooking the ocean. On the north the city is in part bounded by the picturesque Shrewsbury River, and from east to west a chain of lakes of rare charm intersects the municipal territory. The high elevation and the combination of ocean, river and lakes give the place a system of perfect natural drainage which make marshes, mosquitoes and malaria unknown here.

The sea-bluff, which varies in height from 25 to 35 feet, is world famous. It permits the finest marine view in America. In the past few years all obstructions to it have been removed, so that now a most magnificent panorama is presented from the bluff walk and the bluff drive. Right from the bluff the soil is not sea sand, as is found at most places on the ocean, but fertile. To this soil is due the place's wonderfully beautiful foliage—trees so numerous that from a height the city appears as an elegantly laid-out wooded park; flowers and shrubbery and green lawns without end, and so many miles of verdant hedges that the resort has been called "The City of Hedges."

It is not at all strange that a place so delightfully situated topographically should have been the spot first chosen in America for a summer resort. The records show that Philadelphia families journeyed here and spent the summer, first in tents and then in rude houses, shortly after the Revolution. The first hotel was erected on the site of the old Howland Hotel nearly a hundred years ago. Between 1840 and 1860 the place became the leading society resort, but it did not blossom forth in all its glory until the early seventies, when General Grant made it the nation's summer capital.

Four Presidents later made their summer home here—Garfield, who died here; Arthur, Hayes and Harrison—which allows long Branch to claim the unparalleled distinction of having been the summer home of five Presidents.

(DESCRIPTIVE SKETCHES BY B. B. BOBBITT)



RESIDENCE OF MRS. WASHINGTON WILSON, LINCOLN AVENUE, ELBERON



RESIDENCE OF C. C. MINZESHEIMER, PARK AVENUE, ELBERON

Long Branch's Climate and Health

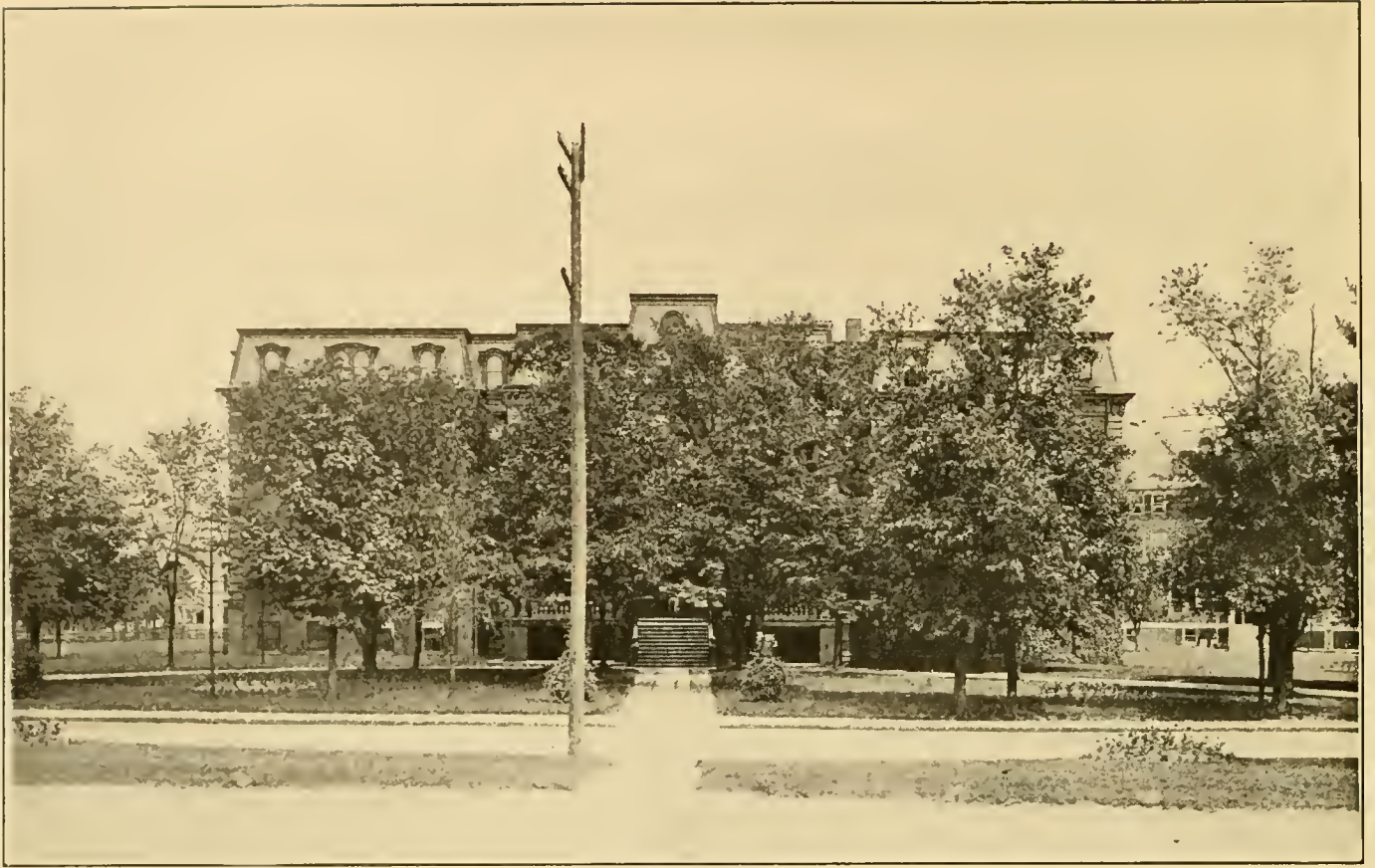
WHEN back in the eighties President Garfield one summer lay for weeks on his death-bed, the most eminent physicians of the nation were called upon to decide what was the coolest and most healthful place in the country in order that the dying President might be taken there. After an investigation, the unanimous verdict was Long Branch. The place has developed astonishingly since then, but it retains all the characteristics which then made it the coolest and most healthful spot in America. From its high elevation it is now, as then, swept by cool ocean breezes in summer, and in winter the climate is tempered by the Gulf Stream. A comparison of the official temperatures recorded by the U. S. Weather Bureau Meteorological Service here and in New York City last year, proves that. It must be remembered, too, that the summer temperatures in New York were those recorded high in the air of an observatory tower where breezes always blow. Here are the average temperatures by months:

	LONG BRANCH	NEW YORK
January	33.5	32.0
February	29.6	28.1
March	43.2	41.4
April	51.4	50.6
May	60.2	61.3
June	68.8	71.6
July	72.5	76.8
August	71.6	72.5
September	66.8	67.8
October	60.0	59.6
November	45.1	44.7
December	37.1	35.2

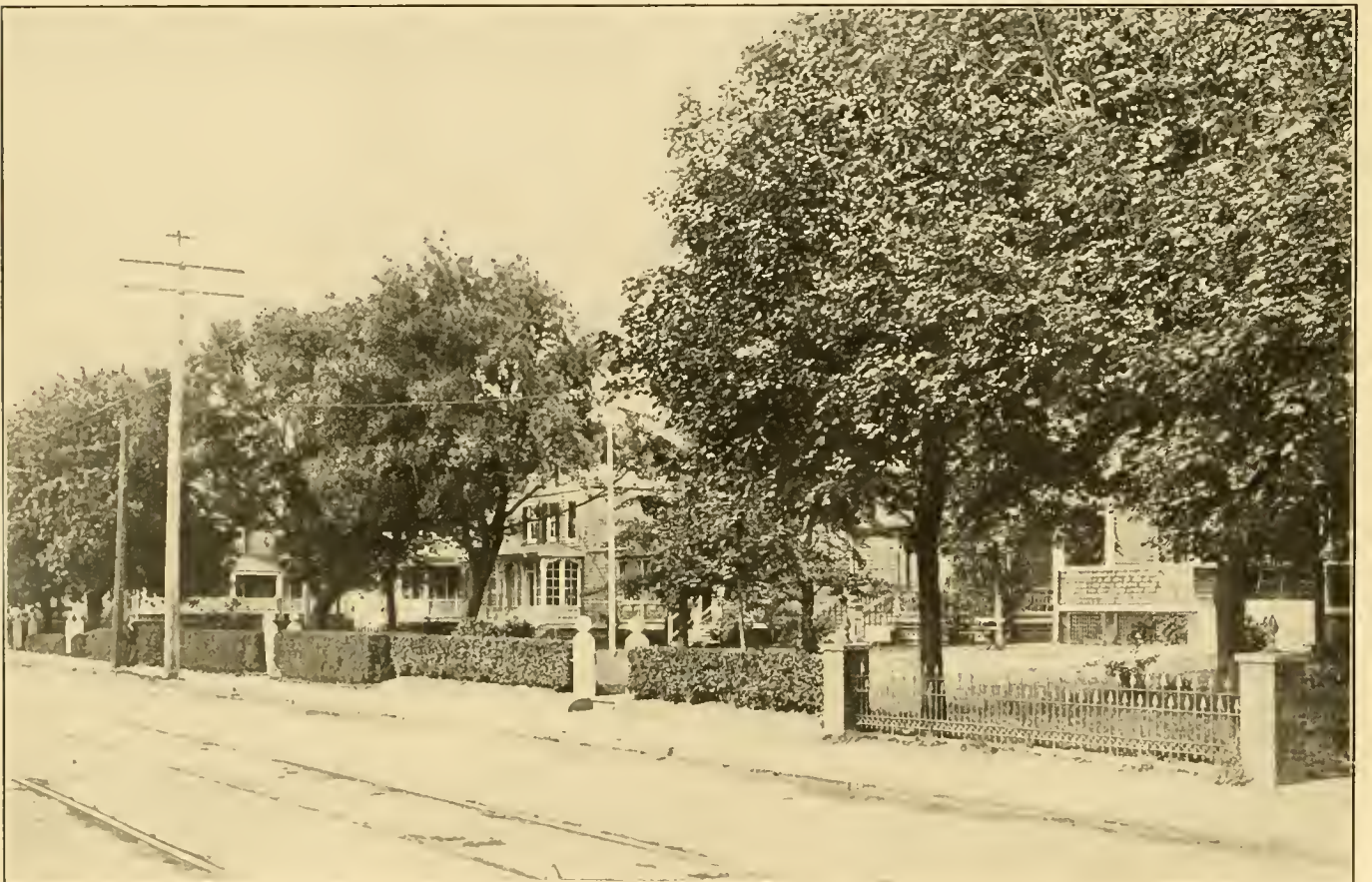
It will be noted that for the winter months of January, February, March and December the average temperature was about two degrees higher in Long Branch, and that in June, July and August the average temperature was some three degrees lower in Long Branch than in New York.

Long Branch, as it has grown in size, has devoted more and more attention to sanitary matters. Its asphalt streets are swept and its other streets are kept sprinkled constantly, so that all dust is kept down. Its garbage is all collected at city expense and incinerated at a plant outside the city limits. Its sewage is treated at a rendering plant and then discharged on the bed of the ocean 1,500 feet to sea, where no pollution can result. Its water is the purest in the country, and the supply is adequate for a city of a million.

All these precautions, taken in connection with the healthfulness of the place, have made Long Branch, as State Board of Health statistics show, when deaths of patients brought to the hospital here from elsewhere are deducted, the most healthful spot in New Jersey, having the lowest death rate.



MONMOUTH MEMORIAL HOSPITAL



SECOND AVENUE, WEST SIDE—LOOKING SOUTH

Cottrell Photo.

The New Improvements

IN the past five years Long Branch has been rejuvenated. There has been enterprise shown on every hand, both public and private, and vast progress has been made toward making the city more attractive.

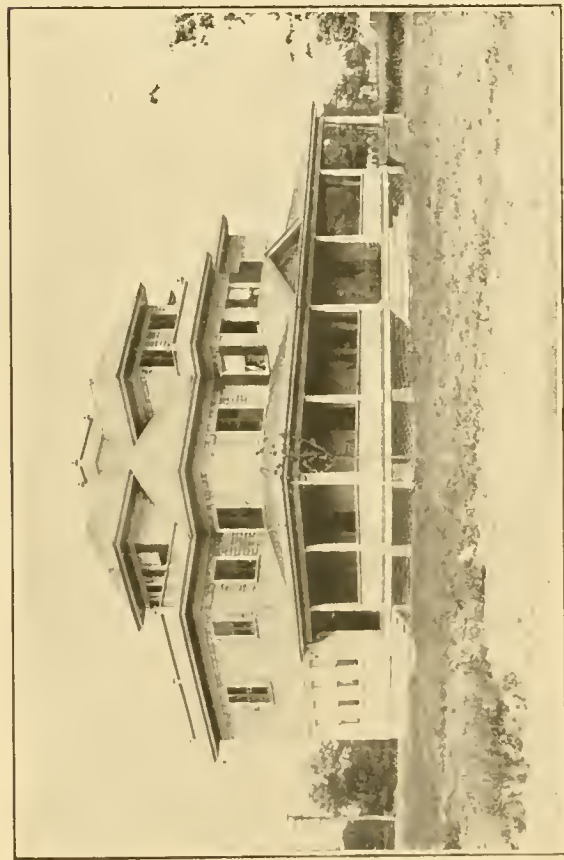
A million dollars has been spent along the ocean front in transforming it from a neglected and run-down section into the most beautiful stretch of territory anywhere along the coast. A twenty-foot board walk has been built along the bluff, and pavilions have been erected along the east side of this plank thoroughfare, while to the west the famous bluff drive has been made sixty feet wide. All overhead wires and poles have come down and a system of lighting from ornamental iron poles installed, which makes the ocean front as bright by night as in the day. All old buildings and other obstructions along the bluff have been removed. At the foot of Broadway there has been placed a fishing pier, and almost opposite a ten-acre park has been laid out and beautified. In the park besides flowers, fountains, etc., there has been erected the largest Casino and Convention Hall along the coast.

On the park lawn and in the fishing pier pavilion, free band concerts are held daily in summer, while in the Casino auditorium selections from various operas are rendered weekly by a festival chorus of 200 voices, supported by Schmidt's Band, White and Gold.

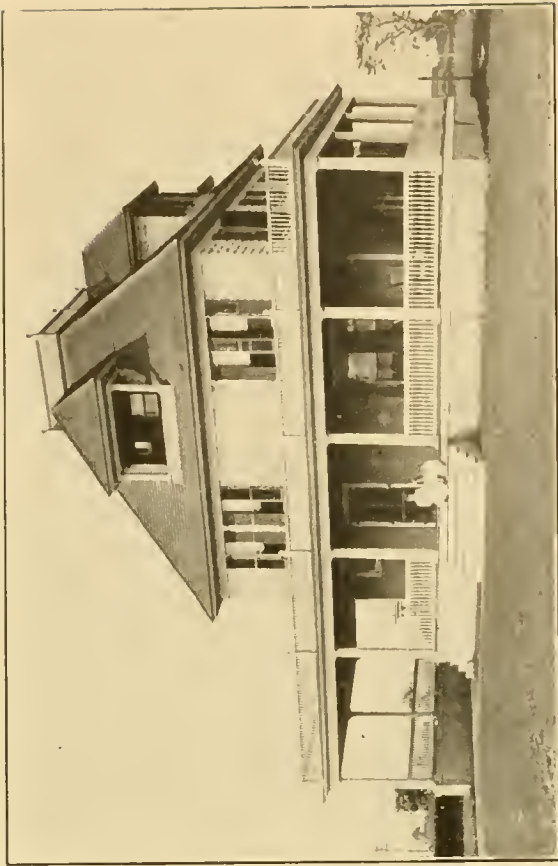
Private enterprise has backed up public, and to the west of the drive old buildings and hotels have been torn down and new ones gone up, until the appearance of the whole district has been altered.

And the enterprise hasn't been confined to the ocean front. The most notable instance of it elsewhere, perhaps, is in the western section of the city, where a few public-spirited citizens last year took some unsightly old lots at Broadway and Washington street, which were used as a dumping ground, and transformed them from an eyesore into a beautiful park, with lawn, walks, shrubbery, trees, flowers, band-stand and fountain. Washington Park, as the new park is named, is controlled by an association of only seven members, with the following officers: President, Dr. O. A. Clark; Vice-President, D. G. Edwards; Treasurer, J. H. Sutphen; Secretary, J. C. Flinn; Superintendent, Joseph H. West.

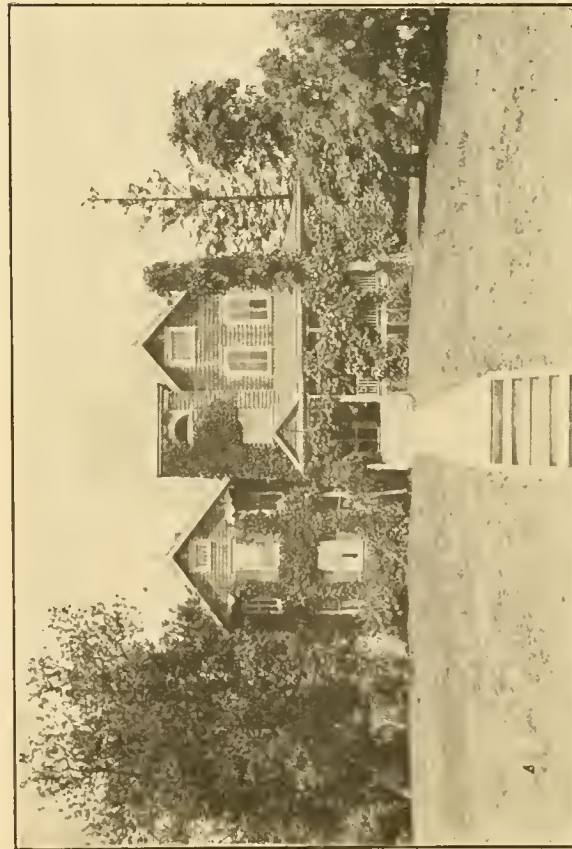
All these improvements have increased values here all the way from ten to two hundred per cent. And the boom has just begun.



RESIDENCE, 29 HOLLYWOOD AVENUE



RESIDENCE, 41 HOLLYWOOD AVENUE



RESIDENCE OF W. S. B. PARKER, 425 BROADWAY



HOLLYWOOD AVENUE—NORWOOD PARK

This is a cottage colony established by the late Norman L. Munro. The most beautiful suburb of the City of Long Branch

Long Branch As a Resort

FIRST of all, Long Branch is a cottage resort, and it is the greatest of cottage resorts. From its earliest history it has been a favorite place for men to bring their families for the summer. In addition to Presidents, the distinguished men who have been cottagers here could be named by the hundreds. Among these may be mentioned George W. Childs, "the only American who ever declined the Presidency," Admiral Farragut, William Cullen Bryant, James Gordon Bennett, Henry Ward Beecher, Prince de Joinville, General "Phil" Sheridan, W. H. Vanderbilt, John Hoey, Simon Sternberger, George M. Pullman, the Van Rensselaers, Winslows, Seligmans, Livingstons and Guggenheims.

The cottagers have contributed greatly toward making Long Branch the beauty spot of the coast. They have built summer homes, unequaled outside of Newport, by the hundreds, costing from \$25,000 to \$1,000,000, and they have made whole sections veritable gardens rivaling those of European royalty with magnificent lawns, trees, shrubbery, statues, drives and fountains.

Long Branch has such an extensive area, though, that it is able to offer a variety of scenery and attractions such as no other place can. The Elberon, West End and Hollywood sections are almost exclusively occupied by fine cottages. The ocean front in the city proper and at West End is the principal place for hotels. In the North Long Branch, East Long Branch, Long Branch proper and western sections are many cottages too, but there is much else also, while in the Pleasure Bay district along the Shrewsbury River are the most popular amusement features, and the shore dinner and clam bake resorts, among them Price's, the Leland Inn and Port-au-Peck. There is no resort attraction which the place doesn't afford. On the beach there is ocean and salt water pool bathing and also fishing. On the river there is fishing and crabbing, yachting and all kinds of boating, and in winter there is the king of winter sports, ice yachting. At Hollywood there are fine 18-hole golf links. At Baseball Park there is baseball. Tennis courts are numerous. For the automobilist there are 120 miles of improved roads in the city limits and beautiful drives in every direction. Then there are the gay bluffwalk and beach, three parks and three theatres, one of the last an open-air amphitheatre over the river which seats 5,000.

Of special attractions there is the greatest open-air horse show in the world the last week in July, at which some \$8,000,000 worth of horseflesh is shown; there are a dog show, flower show, river carnival, "Old Home Week," auto races and horses at the Elkwood mile track, free beach, band concerts daily and operas in the Casino.

There are many excellent hotels. The city's greatest need, though, is more hotels—fine ones. A half dozen of the largest would pay.



SHREWSBURY RIVER AT PLEASURE BAY



BRIDGE AT BRANCHPORT OVER THE SHREWSBURY RIVER

Cottrell Photo.

Long Branch As a Business Centre

IN its business interests there is only one place on the 127-mile coast line of New Jersey that can be compared with Long Branch. This city is the natural business centre of the North Jersey coast, being the exact population centre. There are practically no factories here, there being only two, these a night-shirt and a children's clothes establishment, both of them cleanly, but the mercantile and business features of the city's life are important because of the large and rich territory which the place has to draw upon.

Banks are a reliable trade barometer, and when it is stated that Long Branch has four, the First National, the Citizens' National, the Long Branch Banking Company, and the New Jersey Mortgage and Trust Company (Savings), with combined resources of nearly \$3,000,000 and deposits of some \$2,000,000, and the record of never a bank failure, there can be but one conclusion drawn.

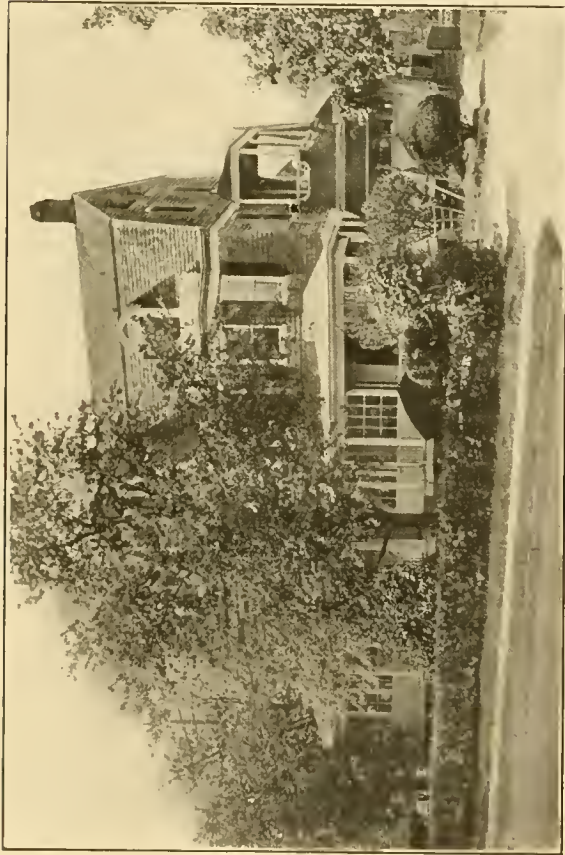
With the finest department stores in the State, a half dozen brokers' offices, a daily newspaper and all branches of business represented, this city has become the shopping and financial centre of the North Jersey coast, drawing business from Atlantic Highlands to Barnegat.

The fact that this is the coast's railroad centre, having railroads diverging in four directions—a Central of New Jersey line running west, a Central line running north to Atlantic Highlands and the New York and Long Branch tracks, used by both Central and Pennsylvania trains, running northwest and south, has been a big factor in the place's commercial development. There is, too, not only rail freight competition, but rail and water competition, the Shrewsbury River boats known as the Patten Line, between here and New York, carrying from five to seven million tons of freight annually.

There is, indeed, territory in the northwestern section of the city where factories could be located, outside of the residential sections, to advantage, but the building industry and outside trade have kept the business people so busy that little effort has been made to locate manufacturing industries here.

In wealth Long Branch far surpasses any other place on the North Jersey coast. Her tax ratables are nearly \$15,000,000, and it is thus possible to meet the needs of the city with a very low tax rate.

The volume of business done here is well indicated by the post-office receipts. There are five post offices in the municipal limits—the Main Office, Station A, Station B, West End and Elberon. The combined receipts of these are nearly \$50,000.



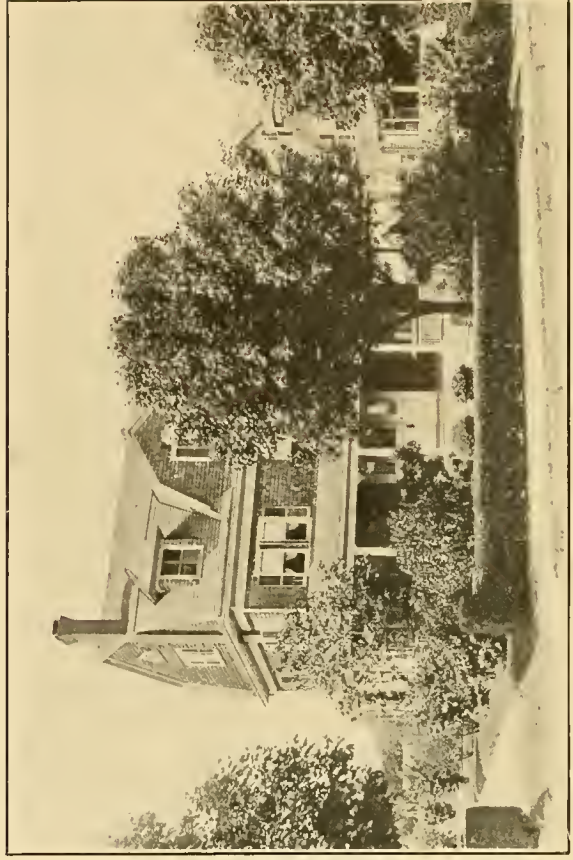
RESIDENCE OF RICHARD H. HUGHES, BUILDER, THIRD AND FRANKLYN AVES.



The Grant Cottage. RESIDENCE OF MISS RUTH W. PRICE, OCEAN AVENUE



RESIDENCE OF BENJ. P. MORRIS, ESQ., BATH AVENUE



RESIDENCE OF HERBERT W. COOPER, 169 MORRIS AVENUE

Long Branch As a Residential City

IT'S the boast of Long Branch that here are found combined all the conveniences of life in a large city and all the charms of rural life. The combination makes an ideal place for year-around residence. New Yorkers are fast learning this, as the rapidly-growing commuter colony attests.

The city's sanitary advantages of an abundance of pure water, free garbage collection, a modern sewer system and perfect natural drainage have already been mentioned. In addition, the city is one of the best lighted in the country, its 120 miles of streets are asphalted and otherwise improved; it is protected from disorder by an efficient police force of about twenty-five, and it is guarded from fire by one of the most capable and best equipped fire departments in existence, which has among its apparatus three steamers and two chemical engines, and is backed up by a telegraph fire alarm system which covers every section. Then it has trolley roads, three parks, besides the great natural one of the beach, four theatres, department stores and shops of all kinds, four banks and every other city convenience that could be mentioned.

The educational facilities are of the highest rank. There are nine public school buildings of the most approved type, which accommodate seventy-four teachers and nearly 3,000 pupils, maintained at an annual expense of \$120,000. Then there is the Lyceum parochial school and a girls' seminary and business college—the Star of the Sea Academy. There is room for all in the schools.

There are sixteen churches, classified as follows: Methodist, 3; Catholic, 4; Baptist, 2; Episcopal, 2; Jewish Synagogues, 2; Presbyterian, 2; Dutch Reformed, 1.

The principal hospital on the Jersey coast is located here. At this well-equipped institution nearly 2,000 patients are treated annually and charity disbursed to the amount of over \$15,000.

Then there is a library of nearly 8,000 volumes and a free reading room, which are maintained by the Long Branch Library and Free Reading Room Association.

All these advantages are found amid the most delightful country surroundings, green lawns, shrubbery, hedges and trees. The streets are lined with shade trees. And there is no crowding. The residence buildings are far enough apart to give an abundance of fresh air and sunlight.

Train service is so excellent, the distance from New York so short and the fares so cheap that the metropolis, too, is right at the Long Branch resident's door.



WASHINGTON STREET, WEST SIDE—LOOKING NORTH



THE BRANCHPORT HOSE COMPANY

Cottrell Photo.

Transportation Facilities

NO other resort, and few cities of five or ten times the size, can boast such transportation facilities as Long Branch. There is excellent train service all the year between here and the greatest traffic gateways of Eastern America, New York and Philadelphia, and in summer there are over 140 trains daily.

The city is reached from New York by four routes—Central Railroad of New Jersey and Pennsylvania, all rail; Central of New Jersey Sandy Hook fast bay steamers and the Patten Line river steamers. The time by express trains is only sixty-two minutes, and the opening of the Hudson tunnels will reduce it to less than fifty minutes. This is the first point on the Jersey coast reached by these trains. There is direct train service, too, from Philadelphia, with a little over two hours running time.

For the accommodation of the public there are eight stations in the city limits. On the New York and Long Branch Railroad (Central of New Jersey and Pennsylvania) there are Elberon, West End, Long Branch and Branchport. On the Jersey Central's Sandy Hook route there are North Long Branch, East Long Branch, Chelsea Avenue and Bath Avenue. There are two steamer landings, also, at Pleasure Bay and the Patten Line's Rockwell Avenue terminus respectively.

No place has lower railroad rates. The cost varies from \$1.50 for a return ticket from and to New York to a little over thirty cents for the round trip on commuters' yearly tickets. There are special low rates for season commutation tickets.

The city is intersected from north to south by the Atlantic Coast Electric Railway's lines, which also afford trolley communication to points south along the coast, and from east to west by the Monmouth County Electric Company's line, which affords a route to Red Bank, Keyport and inland Monmouth County towns. Then on Broadway there is an auto omnibus service, which is being extended to Third Avenue and will later cover other important thoroughfares.



ELKWOOD LODGE, RESIDENCE OF GEO. STENGEL, WEST LONG BRANCH



ENTRANCE TO GROUNDS OF W. E. EISELE, FLORIST, CEDAR AVENUE

Cottrell's Photo.

Long Branch Opportunities

TO say that Long Branch offers more opportunities for profitable investment than any other place in New Jersey is trite. But the most thorough investigation of conditions can lead to no other conclusion.

In the first place, the city is growing faster than any other city or town in the State. The official figures show an increase in population in the five years between the Federal census of 1900 and the State census of 1905 of 37½ per cent.—a record unequaled elsewhere—and the rate of growth has been much more rapid since 1905 than before.

Not only is the city growing, but it is fortunate in having plenty of room for many times greater growth. Six miles long and two wide, 500,000 people could reside here without crowding. There are large areas of undeveloped territory in the city, and all of this land is high and dry and suitable for residence.

The opening of the Hudson tunnels this summer is bound to result in a greater boom for Long Branch than any other spot on the coast, owing to the fact that this is the first point on the coast which can be reached by tunnel trains, and the additional fact that there is so much territory of the most desirable character here awaiting development.

Real estate prices are already advancing steadily in anticipation of the tunnel boom, but this is only the beginning.

The scarcity of summer hotels here opens the way for, perhaps, the most profitable investments. Thirty or forty years ago the biggest resort hotels in America were located here. The old Howland entertained thousands, among them the Astors, Drexels, Biddles and Dixes. The Ocean Hotel, the West End and the United States, too, were great caravansaries. But in the dull period following the end of racing these places were allowed to fall into decay, and all except the Howland have been torn down, and that is awaiting demolition. Thus some of the most magnificent hotel sites in the country have been left vacant, and, with the rejuvenation of the resort, there is not only room, but actual need for large hotels of the best type to replace them.

Only the other day Assistant Passenger Agent Pile, of the great Pennsylvania Railroad system, said: "Long Branch has greater advantages than any other coast resort. I have traveled from Maine to Florida, and I know what I am talking about. You people do not appreciate your opportunities." That's the opinion of an expert.

BUSINESS INTERESTS

Representative Mercantile Resources and Facilities

THE CITIZENS NATIONAL BANK. Long Branch, N. J.

The banking facilities of Long Branch are not excelled by any town on the coast and they are very largely availed of by summer residents who keep their family account here as more convenient than doing business with a city bank during the season. Although established but ten years—having been organized on March 8, 1899—the Citizens National Bank has stepped into the front rank among similar institutions on the coast and its deposits and surplus have grown year by year. The banking rooms are very conveniently located on Broadway in their own building and the officers and directors are well-known business men, the list being as follows: Jacob Steinbach, President; Harry B. Sherman, First Vice-President; Benjamin P. Morris, Second Vice-President; J. H. Davis, Jr., Cashier; Horace W. Sherman Assistant Cashier. The directors are: Steward Cook, John Guire, Brent Good, Richard H. Hughes, W. Elwood Jeffrey, Benjamin P. Morris, E. S. Nesbitt, Charles A. Poole, Dr. James J. Reed, Harry B. Sherman, Jacob Steinbach, William J. Smythe, Jr., Robert Tappin, Benjamin A. VanBrunt, E. Tucker Welch, Jr., Joseph A. Woolley.

The bank offers its depositors every accommodation that is consistent with sound banking and it is constantly gaining in popularity.

CONSOLIDATED GAS COMPANY OF N. J.

The Consolidated Gas Company of New Jersey has its headquarters at Long Branch, and supplies gas and electric service in Long Branch and adjoining boroughs.

The Company gives particular attention to the quality of its service. In its gas plant daily tests keep the heating value and candle power of the gas up to the same standard as required by the New York Public Service Commission.

In its Electric Department the regulation of voltage on the lines gives a steady light and full incandescence to its customers' lamps. A large amount of new machinery has been installed and the Company now has capacity to give the best service. Local trouble receives prompt attention. Intelligent criticism is invited in order that further improvement may be made in the service.

Long Branch is fortunate in having the conveniences of the city as well as the advantages of the country.

NEW JERSEY MORTGAGE & TRUST CO. 162 Broadway, Long Branch, N. J.

This company organized three years ago, has proved a great convenience to the residents of this section and has taken an active part in the development of Long Branch. The New Jersey Mortgage and Trust Co. transacts all the duties of a well organized trust company, and it also has safe deposit vaults which are largely availed of for the storage of valuables of all kinds. Since its organization it has loaned almost half a million dollars on bonds and mortgages and has met with no loss. Its loans are made after a thorough investigation and at only half the value of property which is carefully appraised and its title searched by clerks of county and supreme court. These loans are therefore regarded the safest possible investment.

The New Jersey Mortgage and Trust Company pays interest on time deposits and is used largely as a deposit for trust funds awaiting settlement. This company is also authorized by law to act as guardian, administrator or trustee. The management is in the hands of a board of fifteen directors and an executive committee of five and an auditing committee of three. The officers and directors are all well-known business and professional men.

List of directors: Augustus Chandler, Samuel S. Scobey, Dr. James J. Reed, Chas. Asa Francis, Brent Good, Alonzo D. Sherman, Matthias Woolley, Herbert W. Cooper, Dr. Harry C. Scobey, Charles H. Kipp, Alexander P. Paul, John F. Woolley, Benjamin A. VanBrunt, W. E. D. Stokes, Anthony T. Woolley. Executive committee: Augustus Chandler, Samuel S. Scobey, Matthias Woolley, Alonzo D. Sherman, Anthony T. Woolley. Auditing committee: Dr. James J. Reed, James A. Gulick, Herbert W. Cooper.

Mr. Anthony T. Woolley, the secretary-treasurer, is an authority on real estate value in this section, having conducted several very large sales. He also holds the office of postmaster.

HARRY FLEET.

Choice Meats, 220 Broadway, Long Branch, N. J.

A meat market of exceptionally high reputation and therefore enjoying a correspondingly select patronage, is that conducted by Mr. Harry Fleet, at No. 220 Broadway. Here may always be found a most carefully and skilfully chosen stock of the best meats which the market affords, such as beef, veal, mutton and lamb, Philadelphia poultry and game of all kinds in its season, and it is not exaggeration to say that the more critical you are in the matter of meat the more sure you will be to find this market just the sort of an establishment that will suit you. Of course it has telephone connection and the business is so well systematized and managed that one may safely depend upon prompt and painstaking attention being given to every order.

JAMES SEILER.

Druggist, 218 Broadway, Long Branch, N. J.

The many fine stores in Long Branch are an evidence of the enterprise of the merchants who cater to the large summer colony where city stores are the standard of comparison. One of the finest stores here is Seiler's Pharmacy, at 218 Broadway, which has a very large prescription and general trade. This store was opened seven years ago by Mr. James Seiler, who has had an experience of twenty years in the drug business. He has made this a model store, with special provision for the varied demands at a great summer resort with an ever-changing population, and has a large transient and regular trade. The prescription department is as complete as in the best city drug stores and all orders are filled promptly and with unfailing accuracy. The general stock is up-to-date in every respect. A specialty is made of Ice Cream Soda during the season.

CHESTER M. TRUAX.

Hardware, 223 Broadway, Long Branch, N. J.

This is an old established store and one of the principal ones in Long Branch. Starting many years ago the store has gained its prestige and large trade by supplying just what its customers want at popular prices and selling only dependable goods. The trade is derived from the residents of Long Branch as well as from those residing in neighboring towns and a large business is done with cottagers. Those who have once visited the store, inspected the extensive stock and heard the low prices quoted, buy all their supplies at this store. The stock comprises tools and cutlery, paints and varnishes, housefurnishing goods, blacksmith supplies and agricultural implements. The line of refrigerators, lawn mowers and other staple articles carried, always comprise the best standard makes. Mr. Truax is a member of the Board of Trade and is identified with the advancement and prosperity of Long Branch. He is also a member of the F. and A. M. and the Jr. O. U. A. M.

THE FRANCIS ART STORE.

184 Broadway, Long Branch, N. J.

The Francis Art Store (successor to A. J. Ripley) is doubtless as widely and favorably known a business establishment as is to be found at Long Branch, and it well deserves its fame and popularity as it will compare favorably with many a metropolitan art store making much greater pretensions. Visitors are always welcome and such of our readers as are art lovers would find a visit very pleasant as the stock of art goods is exceedingly well chosen and as it is constantly being renewed it is ever fresh and attractive. Among the regular patrons are numbered many of the most prominent visitors to Long Branch, it being a significant fact that they remain customers year after year. Special attention is given to picture framing, renovating, regilding, etc., and orders can be filled at short notice.



(SOUTH SIDE OF BROADWAY—LOOKING WEST



BROADWAY FROM THIRD AVENUE—LOOKING WEST

Cottrell Photo.

BUSINESS ANNOUNCEMENTS

KOOPS & ABELS.

Grocers, 186 Broadway, Long Branch, N. J.

The stores in Long Branch supply every local domestic need in a most satisfactory manner and the facilities of home trade which are offered by the merchants here are of special advantage to the development of Long Branch. The up-to-date store of Koops and Abels, the Broadway grocers, has a very important place in the local business facilities and is one of the most popular stores in Long Branch. A specialty is made of the choicest teas and coffees and the stock includes everything in staple and fancy groceries to be found in a first-class city store. A very large patronage comes from the city families in the summer colony, who find the goods, prices and service at this store most satisfactory in every way. Deliveries are made promptly and the careful attention given to telephone orders is of great convenience to customers. For the summer trade the stock is always complete in seasonable goods and the store makes a very attractive display.

MULLIGAN & BRAZO.

Painters and Paper Hangers, 139 Broadway, Long Branch.

The superior character of the interior decorations of the houses at Long Branch commands special attention as showing the good taste of the people and the skill of the painters and decorators. A large share of the finest work in this line is done by Mulligan and Brazo, who occupy commodious premises on Broadway and have an up-to-date equipment for the prompt execution of first-class work. They have been established in business here over a quarter of a century and have had the exterior and also the decorative work on many of the finest hotels and cottages. They have every facility for the handling of the largest contracts and are always ready to give estimates.

They employ seventy-five experienced men, increasing this force when necessary and are in a position to handle the largest contracts at short notice. Among the cottages which this firm have painted and decorated, we would mention those of Senator Daniel, S. R. and Murray Guggenheim respectively, Arthur Hearn, Arthur and Philip Lehman, Henry Goldman, C. C. Minzesheimer, Julius Kayser, Richard Hodnut, Marks Arnheim and many others.

LONG BRANCH PHONOGRAPH CO.

Victor and Columbia Indestructible Cylinder Phonographs. A full Line of Post Cards and Stationery, Imported Cigars, and Magazines. N. Alexander, Proprietor, 118 Broadway, Long Branch, N. J.

Among those things which a comparatively few years ago were unknown and are to-day looked upon as indispensable, prominent mention should be made of talking machines in general and the Victor talking machine in particular. The original phonograph was looked upon as a wonder, but it was a very crude and imperfect machine when compared with the wondrous Victor of to-day. This machine embodies the latest and by far the best in talking machine design and construction, and is made in such a variety of styles that literally all tastes and purses can be perfectly suited. The Long Branch Phonograph Company handle the Victor and Columbia, together with records and supplies, and one can buy of them to just as much advantage in every respect as at the largest city establishments. Their store is at No. 118 Broadway, near Second avenue, and the stock includes also stationery, post cards and souvenirs in great variety.

U. F. DUDLEY & CO.

Stationers, 174 Broadway, Long Branch, N. J.

One of the most attractive stores in Long Branch is the stationery and art store conducted by U. F. Dudley and Company, at 174 Broadway. It is devoted particularly to the handling of stationery of all kinds for social and business purposes and the stock is so extensive and varied as to include full selections of all styles from the most simple to the most elaborate and from the staple sorts which are always in demand to the very latest accepted novelties. But a leading specialty is made of what may be called "exclusive stationery for social purposes," and it naturally follows that this store attracts and retains an exceptionally select class of patronage. There is also a full line of Periodicals, and novelties in fine china and some very attractive oil paintings. Ample assistance is employed and despite the extent of the business, prompt service is assured. New Idea patterns agency.

THE FIRST NATIONAL BANK OF LONG BRANCH, N. J.

This is a prosperous and growing institution. It is in its twenty-second year and has a working capital in excess of \$250,000, and assets of over \$1,000,000.

The bank has been conservatively managed, yet has always identified itself with every movement for furthering the development of Long Branch as a high class summer resort, as well as a desirable year-around residential city.

The officers and directors are well-known business men of proved ability, who believe that in advancing the interests of their depositors, they best serve the interest of the bank and of the community.

Thomas R. Woolley, Pres. John Terhune, Cashier
H. S. Terhune, Vice-Pres. E. R. Slocum, Asst. Cashier

PHILIP SCHMIDT.

"The New York Butcher." 189 Broadway, Long Branch.

Even the most healthful and pleasant summer resort in the world could not long retain its popularity if it was difficult to get really satisfactory food supplies there, and Mr Philip Schmidt—who was established in 1887, the year before the Blizzard—is certainly doing his share towards making Long Branch even more popular than ever by carrying on a well appointed butcher shop where one is always sure to find a full selection of all seasonable meats and poultry. This store is conveniently located at No. 189 Broadway, and is one of the largest markets in Long Branch, running from Broadway to Union Ave., and enjoys a very extensive patronage which is by no means confined to summer residents, for on the contrary, Mr. Schmidt has a very large and discriminating "all-the-year-round" local patronage which continues to steadily increase. Ample and competent assistance is employed and all orders, large or small, are assured prompt and careful attention. Telephone 58, and Extension 58 for day and night calls. He sells at wholesale and retail. Mr. Schmidt cures his own hams, makes bologna and all kinds of sausages. The cooling of meats is done by a refrigerating plant located in the basement. By this means no ice is used.

A. M. TOWNLEY & CO.

Hardware, 191-193 Broadway, Long Branch, N. J.

The up-to-date stores in all lines of retail trade in Long Branch are an evidence of the enterprising spirit of local merchants and afford facilities of home trade which command special attention. The hardware store of Messrs. A. M. Townley and Co. offers special inducements to home trade in goods and in prices and is one of the leading stores in Long Branch. It is centrally located on Broadway in the heart of the business section and carries a large and comprehensive stock of general hardware, tools and cutlery. It has a very large patronage from the permanent population in Long Branch and vicinity and is one of the leading stores in Monmouth County. An extensive business comes from the summer colony and the stock is well supplied with the goods in demand by the cottage families, such as garden tools, hose, lawn mowers, household hardware, fine table cutlery and the many hardware articles which it is important to be able to get conveniently, also a full line of seeds.

ANDY'S GARAGE.

83 Broadway, Long Branch, N. J.

Automobiles are in extensive use in Long Branch and the advent of the motor car has added materially to the development of this popular summer resort. For the accommodation of the owners and users of motor cars a large and important industry has been developed in which one of the most important representatives is Andy's Garage on Broadway. This garage has an up-to-date equipment and offers every accommodation for visiting and touring automobilists. All makes of cars are repaired and a full line of supplies is carried in stock. A machine shop is connected where cars are stored and cared for, kept in good condition and thoroughly overhauled. Storage batteries are charged, filled and renewed. Marine engines are repaired and an important business is done with the owners of motor boats. Mr. E. Waitt and Mr. A. Lustbaum, the proprietors of this business are expert mechanics and enterprising business men and serve the interests of their patrons in every way possible. They are local agents for the Maxwell car and are always ready to give demonstration. This garage is open the entire year.



BROADWAY—LOOKING WEST



NORWOOD AVENUE CORNER CAMPBELL AVENUE

Cottrell Photo.

BUSINESS ANNOUNCEMENTS

WM. R. WARWICK.

Slate and Tin Roofing. Plumbing and Heating, Ranges and Furnaces. Fifth Avenue and Broadway, Long Branch.

The business conducted by W. R. Warwick at Broadway and Fifth avenue, Long Branch, is an old established one, having been started twenty-nine years ago. The stock at this store comprises the best grades of ranges and kitchen furnishing goods. Among them are the Queen and Irving ranges, the Rochester Silver Nickel Ware, etc.

A large storehouse is also used on Fifth avenue near the railroad. A leading specialty of the house is roofing and plumbing. A force of twenty to twenty-five men are employed and every detail of the work is carefully supervised. Many of the finest residences in Long Branch, Elberon, West End, etc., have not only had their roofing and plumbing done by Mr. Warwick but he has installed the heating plants as well. He has the agency of the Model boiler for heating by steam and hot water. This is one of the best low pressure boilers made and is economical of fuel. Mr. Warwick is well known throughout this section. He is prominently identified with the Board of Trade, of which he is the Treasurer, and is interested in the advancement of Long Branch and is Superintendent of the Long Branch Sewer Company.

Among the jobs of plumbing done by Mr. Warwick we would mention the heating systems of Jacob Steinbach's department store and of A. M. Townley's hardware store, the plumbing of the N. Y. and L. B. R. R. station at Long Branch, and the residence of Theodore Rosenwald at Elberon.

LONG BRANCH LAUNDRY CO.

Gobie Bros., Proprietors, 64 Lippincott Ave., Long Branch.

The summer visitors at Long Branch and vicinity furnish a great deal of business to the Long Branch Laundry of Gobie Bros. on Lippincott avenue. This laundry has an up-to-date equipment and is noted for doing first-class work exclusively. Special attention is given to ladies' fine work, summer waists, lingerie, etc., also lace curtains. Delicate fabrics are laundered without injury and all work is finished in a manner which gives satisfaction to the most particular patrons. The starching and finishing are done with expert appreciation of the requirements of the summer climate at the sea shore and linen treated at this laundry gives the most satisfactory service, retaining the finish under the most trying conditions. Goods are called for and delivered and the prompt service completes the satisfaction which this laundry renders to its patrons.

HOTEL TRENTON.

113 Broadway, Long Branch, N. J. Robert Hubbard, Prop.

The Hotel Trenton stands second to none in its special line, and it is a noteworthy fact that although it caters especially to what is known as "transient trade" it has many regular customers who make it a point to put up at the Trenton whenever they visit Long Branch. In certain important features the Trenton is equalled by very few and surpassed by none, and by no means the least of its attractions is the possession of one of the largest, most complete and most skillfully selected stocks of foreign and domestic malt and spirituous liquors to be found in this vicinity. So complete and varied is this stock that it is an actual fact that literally all tastes can be suited from it, and as it is always being renewed, it is kept "up-to-date" in every detail. Customers are assured prompt and painstaking attention, and the result of this combination of attractions is to be seen in an extensive and select patronage.

HOTEL ABBETT.

A. Heiles, Proprietor, Broadway, Long Branch, N. J.

Besides the great summer hotels for which Long Branch is famous there are hotels open all the year round which offer good accommodations at any time. One of the best of these is Hotel Abbett on Broadway. This house is the oldest hotel on Broadway and it has a large and well established regular patronage. Under the proprietorship of Mr. Al. Heiles, it has steadily grown in popularity and patronage and it is always up-to-date in the quality of the accommodations which it offers. Transient guests find this house always well prepared for their reception and Hotel Abbett has a high reputation on the road with traveling men who have enjoyed its hospitality and who are always glad to recommend it to their friends. The cafe is first-class in every particular and the careful attention of the management to the comfort and satisfaction of patrons extends to every part of the house.

THE EDWARDS LUMBER & COAL COMPANY.

N. Y. & L. B. R. R. Crossing, Broadway, Long Branch, N. J.

This company are dealers in all kinds of building materials and are manufacturers of doors, sash, blinds and mouldings, scroll sawing and turning. Their mill, which is equipped with the latest improved wood-working machinery, operated by a 350-horse power engine, gives employment to eighty men, while their entire force numbers one hundred and twenty-five. They deal in all kinds of builders' hardware and paints, oils, brushes, etc.

Having extensive coal pockets the Edwards Lumber and Coal Company carry a large stock of the best grade of anthracite, bituminous and cannel coal and kindling wood. Telephone orders are promptly delivered to any section of Long Branch and a large trade is maintained with cottagers who require the best grade of coal for use in ranges. Only careful men are employed and care is taken in making deliveries that the lawns and shrubbery are uninjured. This company was started thirty years ago and was incorporated in 1902. The officers are: Lewis Edwards, Pres.; Hulbert Edwards, Vice-Pres.; Daniel Edwards, Treas.; Wilbert Lane, Sec.

HINES & HAMMER.

Plumbing, Tinning, Heating, etc. 348 Broadway, Long Branch.

It is always advisable to exercise care in the placing of orders for plumbing, for it is no exaggeration to say that imperfectly designed or poorly executed plumbing work is dear at any price, as it is apt to be a danger to health as well as a constant source of expense for repairs. One sure way to avoid getting that kind of plumbing done is to place your order with Messrs. Hines and Hammer, whose shop is at No. 348 Broadway, for they give personal supervision to the filling of orders and employ only thoroughly competent help. Their business is by no means confined to plumbing in all its branches but includes heating and ventilation, and they have been called upon to execute many important commissions for the U. S. Government at Sandy Hook and specimens of their work is also in many of the finest houses in this vicinity. Particular attention is given to repairing, jobbing, etc., and as the shop has telephone connection, orders can be easily given from any point.

J. F. DURNELL.

Pianos, 343 Broadway, Long Branch, N. J.

The provision made in the business facilities at Long Branch for supplying the demands of all classes is of special interest in reviewing the business growth of this section in which Long Branch is the most important center. The store of Mr. J. F. Durnell, at 343 Broadway, is the headquarters of a very large and old established business in pianos and an important patronage comes from all around. Pianos from the best makers are always in stock and are offered at reasonable prices and on liberal terms. Pianos are sold, rented and exchanged and an important business comes from the summer colony, as it is far more convenient and economical to rent a piano here for the season than to move one from the city. Pianos are tuned and are kept in repair at a moderate charge and the many customers of this store are well pleased with the excellent condition in which all instruments are kept. Pianos are rented for special occasions and special provision is made to meet every requirement of the summer patronage.

R. W. ZIMMERMAN.

Contractor and Builder, 499 Church St., Station A, Long Branch, N. J., 'Phone, 186 R.
Branch Office, No. 7 West End Court.

The activity in building operations in Long Branch is a good indication of the substantial nature of the popularity of the place as a summer resort and as a permanent residence. The cottage colony is increasing each year in the number of families, and new houses are built to meet the growing demand. A very large number of houses here are built by Mr. R. W. Zimmerman, who has been long established in business as a contractor and builder and has made a well earned reputation for reliable work and reasonable charges. He is always ready to furnish estimates and his record is a guarantee of satisfaction in the execution of all work that he undertakes. He gives prompt attention to jobbing and he can always be depended on to do the work in the best manner. Telephone orders are given prompt attention. Mr. Zimmerman is particularly busy this season with new work and with jobbing.

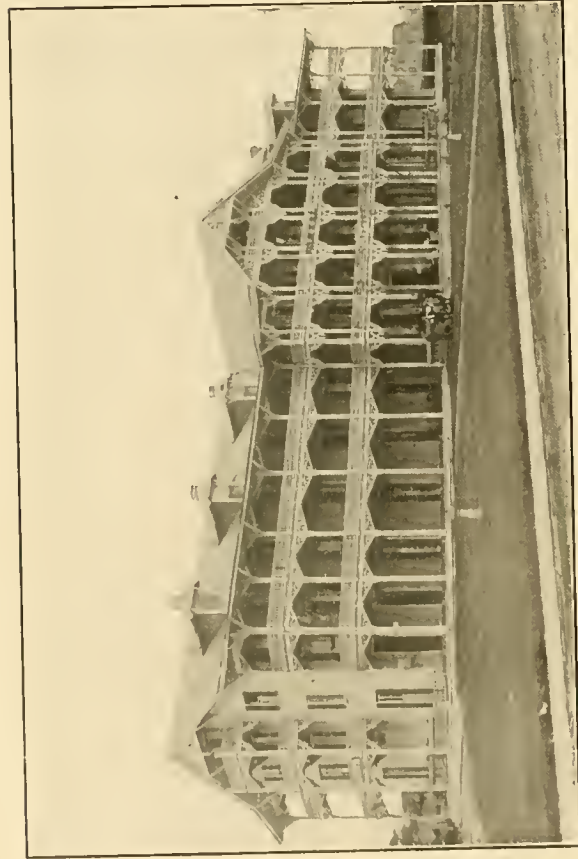


BROADWAY FROM FIFTH AVENUE—LOOKING EAST

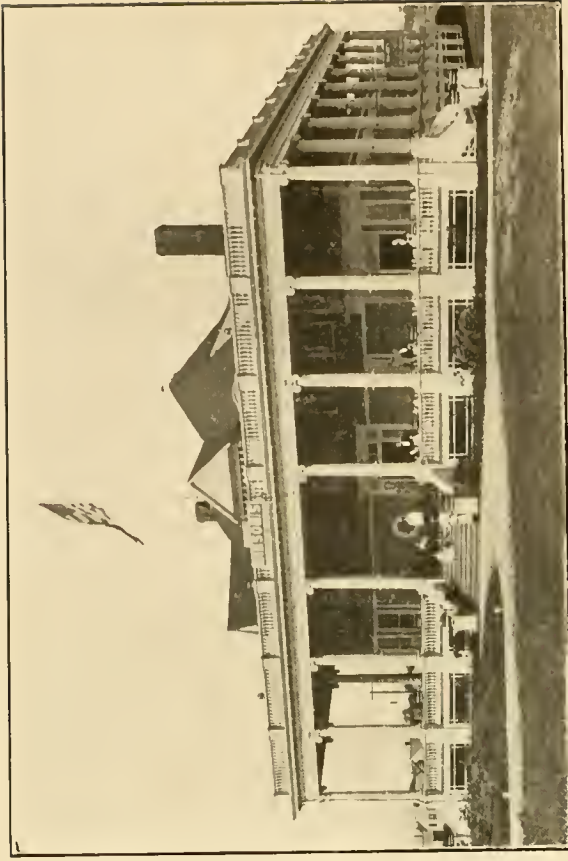


BROADWAY FROM CITY HALL—LOOKING WEST

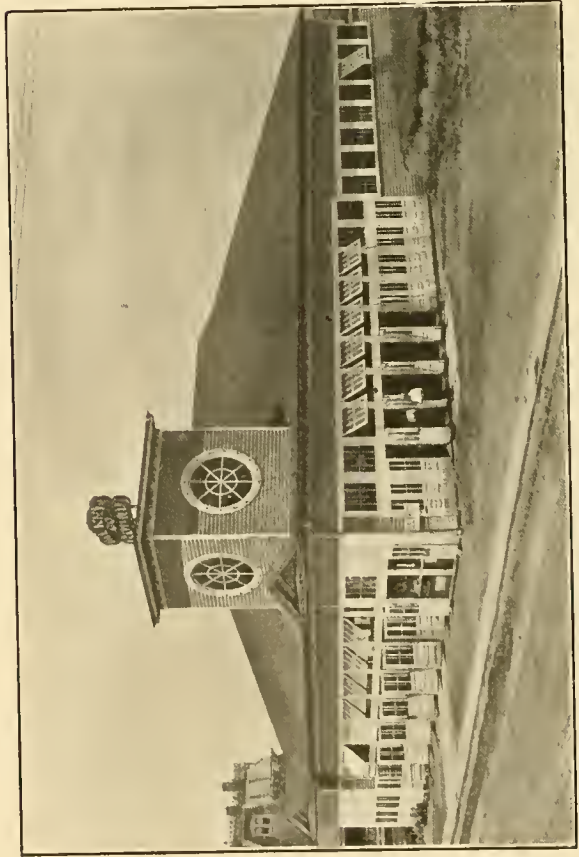
Cottrell Photo.



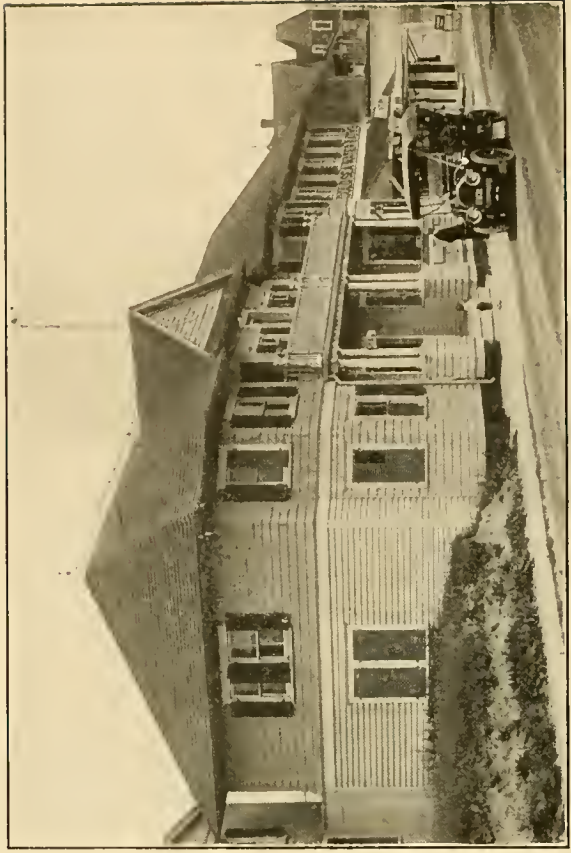
HOTEL BRIGHTON, OCEAN AVENUE. JOS. MARGOLIUS, PROP.



WILSON'S VILLA, OCEAN AVENUE



THE CHILDRENS' PLAY GROUND, CORNER OCEAN AND CHELSEA AVENUES



CRANMER'S BATHING PAVILION, CORNER OCEAN AND CHELSEA AVENUES



OCEAN AVENUE AND CASINO—LOOKING SOUTH



BEACH NEAR CRANMER'S BATHING PAVILION

BUSINESS ANNOUNCEMENTS

LONG BRANCH GARAGE & SUPPLY CO.

Agents for Buick Motor Co. Gasoline, Oils and Supplies.
536-538 Broadway, Long Branch, N. J.

An establishment which receives liberal and select patronage for the simple reason that it renders intelligent, painstaking and valuable service is that conducted by the Long Branch Garage and Supply Company and conveniently located at Nos. 536 and 538 Broadway. The equipment is fully up to date, thoroughly competent assistants are employed and close personal supervision is exercised, so it is but natural that the service rendered should be of a high order of merit.

This concern are agents for the Buick Motor Company and deal extensively in supplies of all kinds but give particular attention to the furnishing of high grade gasoline and lubricating oils. Automobiles placed in their care are not only carefully but skilfully looked after, so this firm certainly well deserve the success they have won. Storage garage for L. B. Passenger Company.

HENRY M. FITCH.

Real Estate, Long Branch, N. J.

There are so many things that should be taken into consideration in connection with the handling of real estate that it most emphatically is "worth while" to enlist the services of one possessing skill, integrity and experience when contemplating investment or other operations in that line. And in this connection it is very fitting to call attention to the facilities offered by Mr. Henry M. Fitch, doing business at 200 Broadway, N. Y., and having a branch office and residing here in Long Branch, for his record affords the best possible assurance of his ability and disposition to render prompt, valuable and comprehensive service. Mr. Fitch is an accepted authority on realty values and therefore whether one wishes to buy, sell, exchange, lease or rent he is in a position to aid materially in the attainment of satisfactory results.

Mr. Fitch is the vice-president of Long Branch Board of Trade and a director in Long Branch Property Owners' Association; also president of the Long Branch Passenger Company which was recently organized to operate a system of auto cars on streets of the city and has done much for the development of the West End section.

L. JACKSON.

Dealer in Choice Meats, Philadelphia Poultry and Game.
Tel. 143 L. 593 Broadway, Long Branch, N. J.

Jackson's Market is especially popular among those who really appreciate the good things of life in the way of meats and provisions. And particularly in the line of poultry, for they make a leading specialty of poultry at this popular market. No matter how fastidious you may be in that line you may safely depend upon getting poultry to suit you here, if it can be got anywhere at any price, for it is perfectly safe to say that at no market in the country is one more sure to find the best there is. Of course that is but one department of the business and as this store caters especially to the most fastidious trade it offers the choicest cuts of beef and other meats. An extensive business is done but the facilities are such as to assure promptness of service.

ELBERON HYGEIA ICE COMPANY.

Samuel Leuin and Wood A. Arrowsmith, Proprietors
(N. Y. Office: 441 E. 84th St.) 619 Wall St., Long Branch,
Tel. 18 J, West End.

It used to be believed that it made but little difference if ice was gathered from an impure body of water as practically all filth and other impurities were supposed to be eliminated in the process of freezing, but it is now positively known that impure water means impure ice, so it is not to be wondered at that the use of artificially made ice is rapidly and steadily increasing in favor. The Hygeia Ice Company, whose office is located at No. 619 Wall Street, is doing much to extend the popularity of artificial ice in this vicinity as the quality of its product is strictly and invariably first-class and the delivery service is maintained at a high standard of efficiency. Among the regular patrons of the company are many of the leading permanent and temporary residents of this community and the growth of the patronage is so constant that there is every reason to believe that the company will have to largely increase its facilities in the near future.

L. B. BENNETT.

Stationery, Post Cards, etc., Kodaks and Supplies, 595 Broadway, opposite Norwood Ave., Long Branch, N. J.

It may be true that "a man is known by the company he keeps" but it is at least equally true that a man may be known by the stationery he uses,—that is, provided he is in a position to get just the kind he prefers. And he certainly is in that position if he visits the store conducted by L. B. Bennett, at No. 595 Broadway, opposite Norwood avenue, for the stock here carried is a very complete and very skilfully chosen one and is renewed so frequently as always to include the very latest accepted novelties in the line of stationery.

A very attractive portion of the stock is that composed of post cards and other souvenirs, as it is made up of goods which combine taste and novelty to an exceptional degree including not a few special novelties which are not to be found in the average assortment.

A. K. BENNETT.

Staple and Fancy Groceries, 591 Broadway, Long Branch.

The high degree of success which has been attained by the establishment conducted by Mr. A. K. Bennett, at No. 591 Broadway, is the legitimate result of his policy of furnishing the very best goods which the market affords and sparing no pains to assure promptness and accuracy in the filling of orders. The stock is large, varied and complete, it including high-grade staple and fancy groceries of all kinds and being especially attractive to those who appreciate and demand the very best groceries obtainable. Particular attention is paid to the furnishing of the choicest brands of teas and coffees, and the success which Mr. Bennett meets with in satisfying the most fastidious tastes affords most convincing proof of his ability to suit even the most exacting and critical. Employment is given to an adequate force of competent assistants and the accurate and prompt filling and delivery of orders is assured.

JOHN H. SUTPHEN.

Architect, 549 Broadway, Long Branch, N. J.

It is difficult to overestimate the value of the services a good architect can render, for whether one considers the avoidance of more or less egregious errors or the attainment of desirable results that otherwise would not even have been thought of it is equally true that very ample compensation is assured. An architect who has executed many commissions and is very successful in the origination of designs which combine beauty, convenience and special fitness is Mr. John H. Sutphen, whose office is at No. 549 Broadway. He is always willing to aid in putting into practicable shape the plans of those who may consult him, and his work has an individuality which is by no means the least of its merits. Mr. Sutphen makes a specialty of designing and building cottages for summer residents and is very successful in that important field of work. Among the late buildings is the new brick structure for the Gootheil Baking Company on Broadway.

WM. S. SANFORD.

Dealer in Paints, Oils, Wall Paper, Etc.,
298 Branchport Ave., Long Branch, N. J.

The Branchport Paint Store, which is conveniently located on Branchport Avenue, is a great convenience to the residents of this section as they can purchase here anything in that line at a reasonable price. The stock of wall paper is well selected and contains the low priced as well as the more expensive papers. Mr. Sanford sells Moore's and Child's paints, Berry Bros. and the Federal Varnishes and carries a full stock at all times.

Mr. Sanford is well-known as a painter and decorator, succeeding J. J. Garrabrant and has done the exterior and interior of many fine residences in this section. He is always ready to furnish estimates and will figure closely on all work, which he guarantees to be satisfactory. Painting and paper-hanging if carefully done, will transform a dark, gloomy apartment into a light, cheerful one and will add much to the value of a house in the event of the owner wishing to dispose of it. Among the residences he has painted and decorated we would mention that of the E. B. Gaddis and the Sternbach cottages on Norwood avenue; the Murray and the Kelly cottages on Cedar avenue, and many others in Long Branch and elsewhere.



SOUTH SIDE OF BROADWAY- LOOKING EAST



THE NEW BROADWAY AUTO BUSES

BUSINESS ANNOUNCEMENTS

A. F. GOLDEN.

Paints, Oils, Varnishes, Paper Hangings, etc. House Painter and Interior Decorator, 579 Broadway, Long Branch.

The establishment conducted by Mr. A. F. Golden is a handsome brick building of which he is the owner and is looked upon as headquarters for paints, oils and varnishes, paper hangings and everything used in exterior and interior painting and decoration. It is centrally located on Broadway, is connected by telephone and the facilities and management are such that orders are assured prompt, careful and intelligent attention. Mr. Golden handles the very best goods in all standard grades in his line which the market affords and carries so exceptionally complete a stock as always to be prepared to suit all tastes and all conditions of use. Employment is given to a large force of skilled assistants, and many important commissions for exterior and interior painting, decorating and paper hanging are placed with this leading house.

R. L. BRAY.

Pianos and Sewing Machines, 560 Broadway, Long Branch.

It is not the least exaggeration to say that hundreds of thousands of dollars are wasted every year by those who pay fancy prices for pianos, for it is a fact that the average purchaser pays from twenty-five to one hundred dollars more than is really necessary. One sure way to get a thoroughly good instrument at a fair price is to place the order with Mr. R. L. Bray, of 560 Broadway, for he is undersold by no dealer, and the pianos he sells may be safely depended upon to prove precisely as represented in every detail. No matter what you want in the piano line he is in a position to suit you, and you will find that you save money by dealing with him. Sewing machines are also sold by him at positively bottom prices, and he can sell you the very latest and best at prices which afford the best possible proof that he is a close buyer and is content with a small margin of profit, also handling the M & M motor cycles, the latest up-to-date.

STEINER & SON.

Manufacturer of Sleeping Garments, Etc.,

Office: 777 Broadway, New York; Mills at Asbury Park and Long Branch, N. J.

While Long Branch is known far and wide as a summer resort, it also contains a factory for the manufacture of pajamas, nightshirts, athletic underwear, etc., conducted by the largest manufacturers of these goods in the United States, Messrs. Steiner and Son. They employ at their three factories 800 hands, the one at Long Branch keeping 350 busy with a pay-roll of between \$50,000 and \$60,000 annually. The employees are drawn from a radius of five miles and come to light, well-ventilated workrooms where each operator has ample air and pleasant surroundings. The factory has four floors and basement. The main building is 40 x 80 with a wing of same size. The advent of this well conducted manufacturing plant with its large pay-roll has done much to aid in the development of Long Branch. Mr. E. R. Smock has been manager since the factory was purchased in 1900.

WHITE & COYNE, BUILDERS.

5th Ave., Long Branch, N. J.

The fine situation of Long Branch has gained for it a large summer colony besides the regular population of the town. Those about to erect a residence or in fact any building, will do well to consult Messrs. White and Coyne, the well-known builders.

They have been in business here for fourteen years and have erected a large number of fine residences. They give careful attention to every detail of construction, and use only high grade material.

A force of fifty experienced men, which is sometimes increased to one hundred and twenty-five, enables Messrs. White and Coyne to handle large contracts successfully. Each detail of the work is carefully supervised. Among the many residences erected by them we would mention the following: Henry Goldman, H. Seligman, Jefferson Seligman, J. E. Heimerdinger, M. Seligman, Morris Falkenan, A. M. Kridel, Gus. Minzesheimer, J. Sullivan, A. Lehman, S. W. Glazier, A. Plaut, G. Bernheim, Jos. Hamerslog, Philip Lehman and others. Also the Chattel High School, Jacob Steinbach's Department Store and St. Mary's Church at Deal, etc., etc.

LONG BRANCH BANKING COMPANY.

577 Broadway, Long Branch, N. J.

The excellent banking facilities in Long Branch are well appreciated by the summer colony. The oldest bank here is the Long Branch Banking Company which was organized in 1872 and has an unbroken record of sound and conservative management. Its officers and directors are well-known business and professional men who are actively and prominently identified with the development of Long Branch which they have encouraged by offering every legitimate banking accommodation. They have a large number of business and personal accounts and every customer receives the same careful attention. The bank building on Broadway was built in 1873 and is well equipped in every way. Several of the men identified with this bank have been connected with it from the start. The officers and directors are as follows: Geo. C. Allen, President; Henry Joline, Cashier; A. M. Holmes, Asst. Cashier. Gilbert White, Monroe V. Poole, Thos. R. Woolley, Edwin Woolley, Benj Woolley, Wm. Hendrickson, Jr.

GEO. H. McLAIN.

Market, 567 Broadway, Long Branch, N. J.

Of course it is foolish to think more of eating than of anything else in life but it is equally foolish to think that the subject of eating is unworthy of serious thought, for health, strength and ability to make one's way in the world are directly dependent upon the quality and quantity of the food eaten,—especially in the line of meats and vegetables. A sure and agreeable way to get the very best in that line is to patronize the market carried on by Mr. Geo. H. McLain, at No. 567 Broadway. Here one is sure to find a full selection of the very choicest which the market affords, the variety being so complete that all tastes can be suited; and it is a very gratifying fact that a customer is not obliged to make personal selection at the store in order to be sure of getting articles that will prove entirely satisfactory. The patronage is both select and extensive. Four delivery wagons are kept busy during the season.

FRANK K. GANO.

Pharmacist, 581 Broadway, Long Branch, N. J.

Those desiring the best quality of Ice Cream Soda with pure fruit syrup and high grade Ice Cream, will find it at Gano's Pharmacy which has the reputation of serving "the best Ice Cream Soda on the coast."

There is certainly nothing second-class about this establishment or its stock, but it is unquestionably a fact that lower prices (the quality of the goods and service being duly considered of course) are not quoted at any store in this section. Mr. Gano appeals very ably and successfully to the most discriminating patronage, and whether you are looking for the very best goods of the kind which the market affords or are mainly concerned in paying as low prices as possible for goods of standard merit you will most certainly make no mistake in taking advantage of the opportunities he offers. He carries a full line of Druggists' Sundries, Proprietary Medicines and Cigars. Physicians' prescriptions are put up by a registered pharmacist.

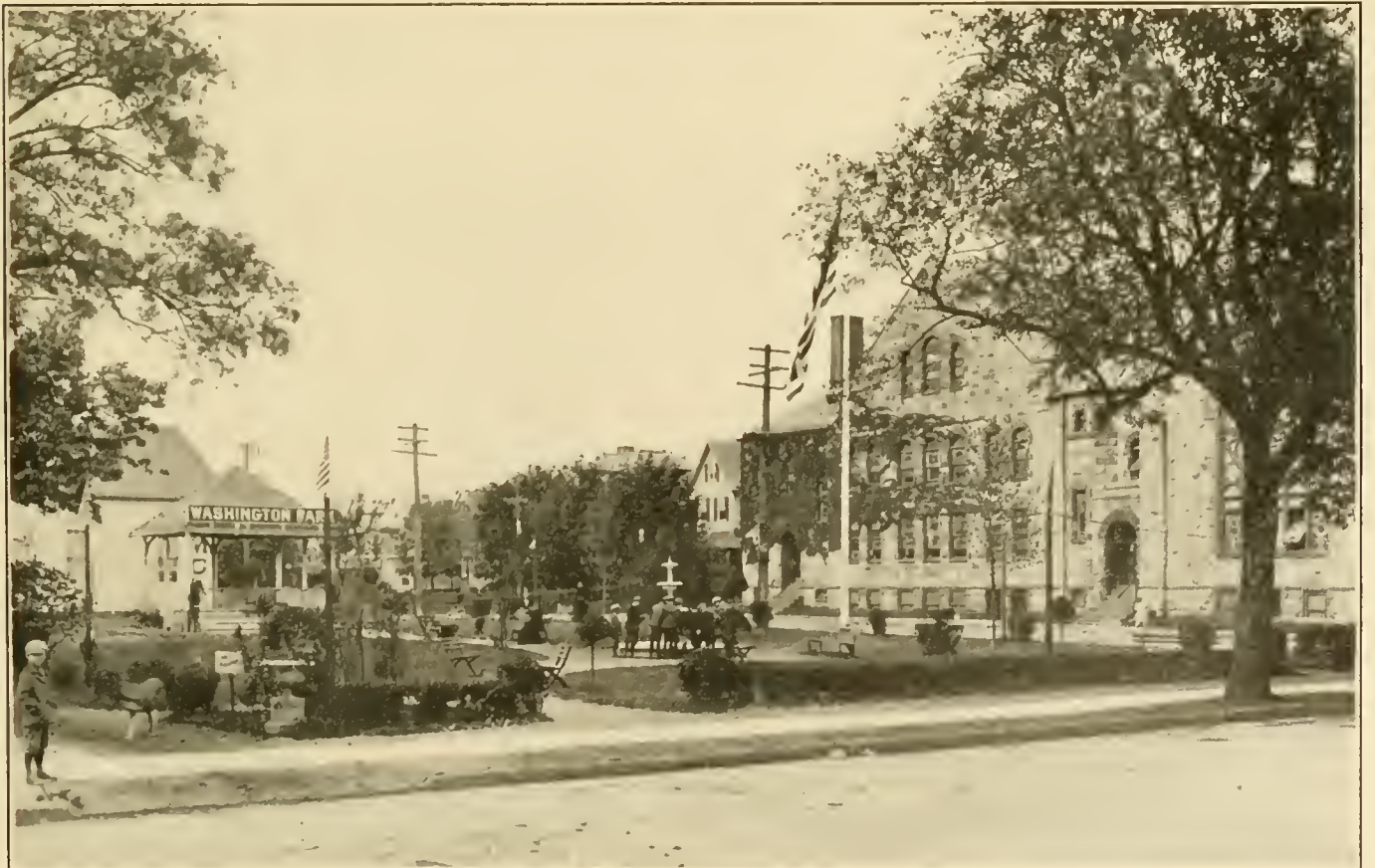
W. K. JACKSON.

Slate and Tin Roofing, Hot Air Heating and Kitchen Furnishings, 566 Broadway, Long Branch, N. J.

Slate or tin roofing is much like that famous little girl who "when she was good she was very good indeed, but when she was bad she was horrid." Really good slate or tin roofing is thoroughly satisfactory and truly economical; poor roofing is a frequent source of trouble, damage and expense. Moral: Get the best, and a sure way to get the very best is to place the order with Mr. W. K. Jackson, at No. 566 Broadway. He has the skill, the facilities and the help to do as good work as can be done anywhere by anybody; and the same may be said in connection with his work in the line of hot air heating, stove repairing, etc. An important department of his business is that devoted to kitchen furnishings and no matter what you may want in that line he is in a position to furnish it, if it is up to date and acceptable. His stock is complete and all conditions and tastes may be suited from it. He is agent for the "Novelty" heater.



NORTH SIDE BROADWAY FROM BRANCHPORT AVENUE



WASHINGTON PARK

BUSINESS ANNOUNCEMENTS

THIRD AVENUE FISH MARKET.

Near Broadway, Third Ave., Long Branch, N. J.

It is always advisable to use discrimination in the placing of orders for food supplies but it is especially so in the case of fish and sea food in general and therefore we take pleasure in calling the attention of our readers to the Third Avenue Fish Market as there one is positively sure to get the very best which the market affords at all times of year. Just what is obtainable varies of course with the season, but there is no variation in the quality, as the management of the Third Avenue propose to supply their customers with the very best that can be found and they carry out that determination so efficiently that this market is a favorite among those who are fastidious. The premises are equipped with every facility for the proper storage and handling of fish and sea food of all kinds; employment is given to an adequate force of competent assistants and no trouble is spared to positively assure promptness and accuracy in the filling and the delivery of orders.

THIRD AVENUE RESTAURANT.

(Open from 8 A. M. Until 2 A. M.) 9 Third Avenue, near Broadway, Long Branch, N. J. Geo. Lutz, Proprietor.

It is not the least exaggeration to say that the Third Avenue Restaurant stands high among the very best establishments of the kind in this section of the country, for the service afforded is so greatly superior to that given at the average public restaurant that the Third Avenue may truthfully be asserted to stand in a class by itself. It is conveniently located near Broadway, but it is safe to say that even if its location were not so convenient the Third Avenue would enjoy a very extensive and select patronage for the simple but conclusive reason that here one is assured very exceptional value in return for money expended. The charges are very moderate, for instance the price of the regular dinner is but forty cents, but this is most emphatically NOT a cheap dinner in any sense of the word, as it is strictly high grade in food, in cooking, in service and in appointments. It necessarily follows that a very select patronage is enjoyed, and the already extensive business is steadily increasing.

GREENE'S THIRD AVENUE HOTEL.

Charles H. Greene, Jr., Proprietor, Long Branch, N. J.

There is a great deal of difference in different hotels as regards the value received for money expended and Greene's Third Avenue Hotel has the wide-spread and well-earned reputation of being one of the very best two-dollar-a-day houses in the entire country. It naturally follows that it attracts and satisfies a very desirable class of patronage, especially as the proprietor, Mr. Charles H. Greene, Jr., gives close personal supervision to affairs and thus maintains the service at a uniformly high standard of efficiency. Lack of space renders it impossible to go into detail concerning the accommodations provided, so suffice it to say that they are decidedly superior to those afforded at many a hotel which makes much greater pretensions and charges much higher rates.

WM. CURR & CO.

Plumbers, 100-102 Broadway, Long Branch, L. I.

Few concerns in Long Branch have been established for 41 years, but such is the record of Messrs. Wm. Curr and Company, who are known far and wide as practical plumbers, steam and gas fitters. They are licensed to tap water mains and their work is always carefully done by experienced men of whom a large force is given employment. They also do copper, tin and sheet-iron work and have among their customers many of the best known cottagers. In the store a stock of stoves and ranges is carried representing many well-known makes. Steam and hot water heating is done in the best manner.

Those contemplating building will do well to get an estimate from Wm. Curr and Company, as they are prepared to figure very closely on large jobs and can guarantee first-class work. Inferior plumbing is the most expensive in the long run and it pays to have plumbing as well as steam-fitting and gas-piping done by experienced and reliable men. The members of the firm are Wm. Curr and Alex. P. Paul. Both are well-known business men and take a deep interest in the development of Long Branch. Mr. Paul is a member of the Board of Trade.

AUGUST WEBER.

General Contractor, 130 Sea View Ave., 'Phone, 102 J., Long Branch, N. J.

Mr. August Weber is one of the best known and most truly successful carpenters and builders doing business at Long Branch and its vicinity, for he has executed many important commissions as well as almost innumerable smaller ones and the results he has attained are such as to commend him to those who appreciate the importance of using discrimination in the placing of orders for such work. Mr. Weber does a general business as carpenter and builder and is prepared to give prompt and careful attention to jobbing, repairing, enlarging, alterations, etc., but his leading specialty is cottage building and it may be said with perfect truth that no builder is more successful in carrying out plans for such work to the entire satisfaction of both architect and owner. Estimates will be cheerfully furnished on application, and Mr. Weber is prepared to figure closely on either large or small contracts. Among the residences erected by him we would mention those of Jacob Rothschild at Deal; Chas. E. Schafer, Solomon Tim and A. S. Rosin, at West End, and many others.

C. G. VANNOTE CO.

Coal, 63 Liberty St., Long Branch, N. J.

The yards of C. G. VanNote Company, 63 Liberty street, are headquarters of the fuel supply at Long Branch. They supply coal, wood, charcoal and kindlings and have the regular patronage of a large number of families in the cottage colony as well as in the permanent population. The business is an old established one and its conduct is of great public convenience. "Honest coal" is supplied from these yards. Full weight of clean coal is always delivered and all orders are filled promptly. The reliability of the delivery service is well appreciated by the numerous customers and the care taken to serve the convenience of every patron commands general satisfaction. The facilities at the yards are up-to-date in every respect and this concern is one of the enterprising and progressive business concerns which are contributing to the advantage of the development of Long Branch.

L. MILLER.

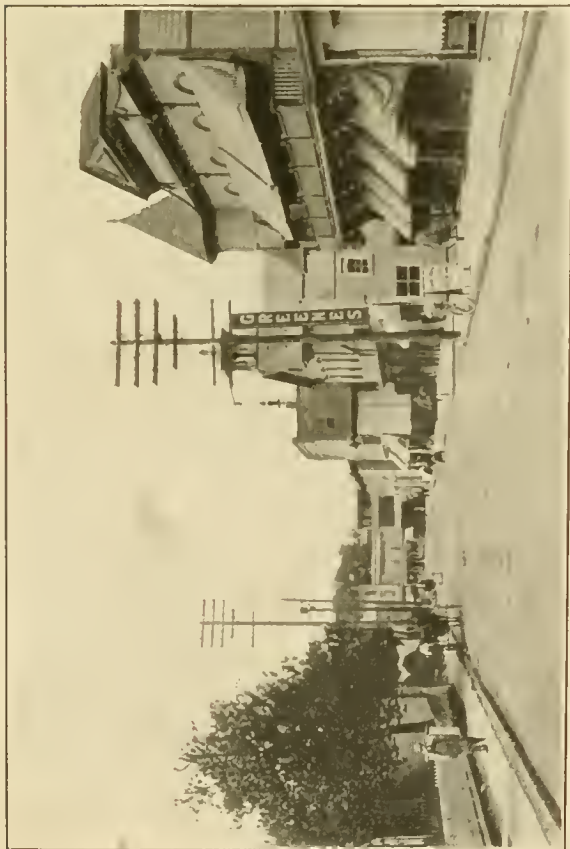
Jeweller, 197 Broadway, Long Branch, N. J.

In the business section of Long Branch special attention is given to the demands of a high class trade and the stores present an especially neat and inviting appearance. One of the most attractive on Broadway is the jewelry store of Mr. L. Miller, which has a large and up-to-date stock which includes all the latest novelties of the season. He carries a fine stock of Diamonds, Watches and Jewelry. These goods are very attractively displayed and city visitors at Long Branch find the prices as inviting as the goods. There are many attractive souvenirs in silver and other metals and a great variety of attractive novelties are shown each season. This season the display is larger and more attractive than ever and customers find a great variety of new goods from which to make their selections. The store is noted for reliable dealing and every article is exactly as represented. Customers invariably receive prompt and polite attention.

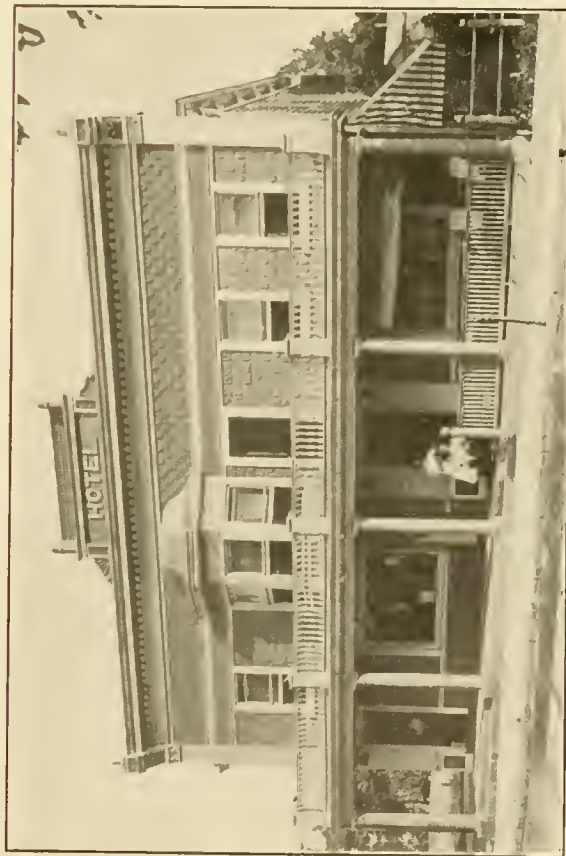
GEORGE H. NORTHAM.

Plumbing and Heating Contractor, 221 Broadway, Long Branch, N. J., Tel. 129.

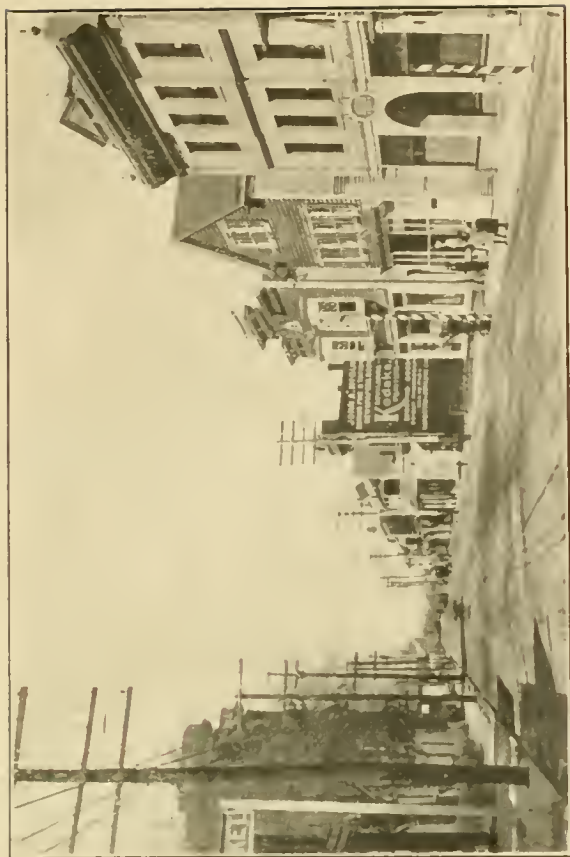
As a center of the building operations in Monmouth county and along this part of the New Jersey Coast, Long Branch has a commanding prestige which deserves special attention in a review of the development of its business facilities. A leading place in the plumbing and tinsmith work done through this section is held by Mr. George H. Northam, who has been established in business here many years and holds a reputation second to none for the reliability of his work and the reasonableness of his charges. He does plumbing, gas fitting, steam and hot water heating, tinning, sheet iron and furnace work, metal ceiling and slating, and he is always ready to furnish estimates on contracts of any size. Since he has been established in business here Mr. Northam has done a large share of the best work in these lines and he has never failed to give satisfaction in every particular. He keeps a large force at work under his personal supervision and makes a point of doing all work promptly and in the most thorough manner.



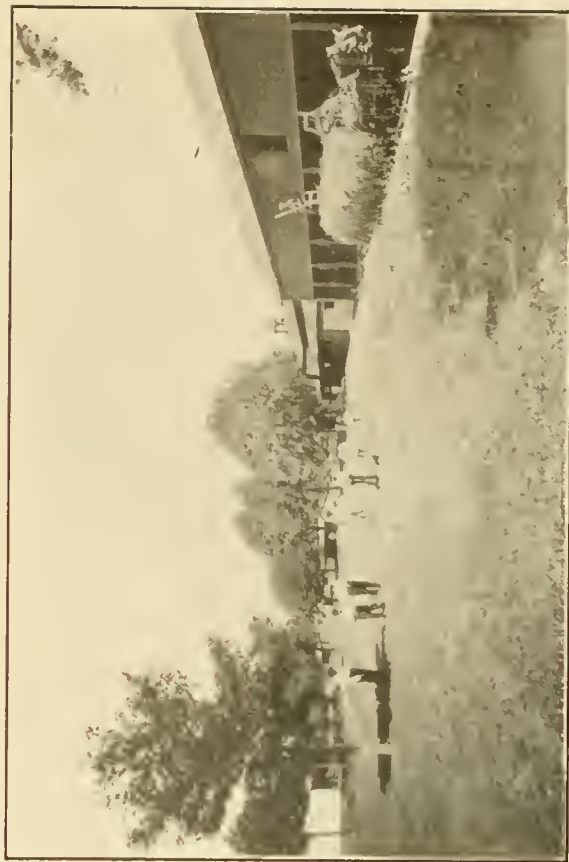
GREEN'S 3RD AVENUE HOTEL



NEWING'S HOTEL, 586 BROADWAY



NORTH SIDE BRIGHTON AVENUE—LOOKING WEST



SPRING BROOK STOCK FARMS, SOUTH STREET, EATONTOWN

BUSINESS ANNOUNCEMENTS

TICHENOR-GRAND COMPANY.

Riding Academy, Elberon Branch, Mr. A.W. Dingleman, Mgr.,
Elberon, N. J.

About a score of years ago, when bicycle riding was steadily and very rapidly gaining in popularity, there were many who predicted that there would soon be no demand for horses excepting for business purposes, and the same prophecy was made when it became evident that automobiling had gained the favor of the people. Yet really good horses are even more in demand to-day than ever before and that demand will continue as long as human nature remains unchanged, for no mere machine—however speedy, enduring or handsome it may be—can take the place of the horse in the pursuit of health and pleasure. As a forcible illustration of the truth of this it is only necessary to mention the active demand for the service afforded by the great Riding Academy of New York, the Elberon Branch of which is conveniently located near the depot and is under the management of Mr. Dingleman. Ample and thoroughly competent assistance is employed, and careful, conscientious and expert instruction is given in every detail from the very rudiments of riding to those finishing touches which complete the course. An extensive and very select patronage is enjoyed and the results attained certainly justify most liberal support.

RICHARD R. HUGHES.

Landscape Gardener, West Long Branch, N. J.

The attention which is given landscape work at Long Branch adds very much to the beauty of the place and to its general attractiveness. Some of the large estates have extremely beautiful grounds and in all the places the general beauty of the surroundings is very effective. A good share of the finest landscape work is done by Mr. Richard R. Hughes, who has a wide reputation as an expert landscape gardener and has been active in the laying out of many of the handsomest gardens and grounds in Long Branch. Mr. Hughes is also a general contractor and he has been engaged on many important public and private works. He employs a large force of men and he has all facilities for the successful execution of his numerous contracts. He does an especially large business in planting, sodding, pruning and general care of estates, and supplies stone, gravel, fertilizer, manure, top-soil and sod. Mr. Hughes will be pleased to prepare plans for the laying out of estates, gardens, etc.

THE ATLANTIC HOTEL.

Strictly Kosher.

Ocean Ave., corner Pavilion Ave., Long Branch, N. J.

The Atlantic Hotel is advantageously located and is a strictly up-to-date summer resort which offers the best accommodations with the latest improvements and caters successfully to a large number of guests each season. The Atlantic House is strictly Kosher, but that fact alone does not account for its great popularity, although it recommends the Atlantic to many. The proprietor, Mr. S. Glaser, employs an adequate force of thoroughly competent and reliable assistants and the service is very prompt and efficient in every department, as he gives close personal supervision to the table and makes it his business to see that the high reputation of the Atlantic shall be fully maintained.

CHARLES D. McLEAN.

Interior Decorator and Upholsterer, 142 Third Ave., Telephone
242 J. Long Branch, N. J.

Those wishing the interiors of their residences decorated in first-class style will do well to consult Mr. McLean who will show a most attractive stock of paper hangings, wall coverings, draperies and upholstery goods which are chosen to harmonize with the whole interior furnishings. The latest and best in all standard grades of wall paper and coverings shown at customers' homes on request. Mr. McLean will execute orders for upholstering, window shades or awnings, in first-class style and at short notice. An important department of his business is the re-covering and repairing of furniture, cleaning of rugs and carpets, the facilities and the skill available being such as to assure the attainment of the best possible results. A very extensive patronage is enjoyed, but the most noteworthy feature of it is that much of it is from regular customers who know from previous experience just the sort of work done at this popular establishment.

J. A. STRATTON.

Real Estate and Express Agency; Established 1880.
Elberon, near R. R. Crossing.

No section of the New Jersey coast is more noted for its magnificent residences than Elberon. In that section of Long Branch its "cottages" are famed far and wide. It is natural in a community of this kind that there is an active demand for real estate, and Mr. J. A. Stratton has made some very large sales during the past few years.

He has listed a number of cottages for sale or for rental for the season and he also takes entire charge of estates for out-of-town owners. He loans on bonds and mortgages and writes insurance in leading companies.

He is a well-known resident of Elberon where he has been established for 29 years. He is the President of the Long Branch Board of Trade; also agent for Adam's Express Company. He conducts Stratton's Express, which does a large local business throughout Long Branch with cottagers and others.

HERMAN L. BEHRENS.

Apothecary,

216-218 Columbus Ave., S. W. Cor. 70th St. New York.
Branch on Lincoln Ave., opp. depot, Elberon, N. J.

The simple fact that the pharmacy conducted by Mr. H. L. Behrens is a branch of a New York City establishment which not only occupies a leading position in that metropolis but has a much more than local reputation, may safely be accepted as convincing evidence as to the very high standing of the service offered.

Each year this store is opened with an entire new stock throughout, absolutely no goods being carried over from one season to another. So it is but natural that a very select as well as extensive patronage should be accorded it, more especially in the prescription department, as customers have positive assurance that expert and painstaking attention is given to the filling of orders and that only fresh and pure drugs, medicines and chemicals obtained from the most reliable sources are dispensed at this popular pharmacy.

GRAF'S WEST END GARAGE.

Garage, Gasoline, Tires, Supplies in General
The Plaza, West End.

Graf's West End Garage is an establishment which adds much to the attractions of the West End in the opinion of automobilists who have made a trial of its facilities, as it is strictly "up-to-date" in every detail of equipment and arrangement and renders service which meets with the unstinted approval of the most exacting automobile owner. In addition to a first class garage there is a repair shop which is capable of handling practically anything and everything in the line of repairing, for not only are the machinery and tools for such work available but the help employed is thoroughly competent and reliable. A very full line of supplies of the best grades which the market affords is carried in stock, so that practically all wants in that line can be properly attended to at the Garage. It is hardly necessary to state that a very large and select patronage is enjoyed.

THE MONROE V. POOLE CO.,

Masons and Builders, Cedar Ave., West Long Branch, N. J.

The activity in all branches of the building trades at Long Branch is a good indication of the vigorous growth of this popular summer resort. The business of the Monroe V. Poole Company commands special attention because of its large extent and its identification with so many of the most important building operations in this section. They are successors to Monroe V. Poole, for many years the leading contractor for mason work here, and are continuing the high prestige which he established as an individual. As a corporation, the facilities for the convenient handling of the extensive business are improved and a good many large contracts are now under way. An especially large business is done in tile work and cement work of every description and they are always ready to furnish estimates. The office at Cedar Avenue, West Long Branch, has telephone connection.

They did the mason work on Steinbach's building, Post-office building, Chattle High School, Citizens National Bank and Long Branch Record Building, the new Y. M. C. A. building at Lakewood, etc.



THE STRATTON BLOCK, LINCOLN AVENUE, ELBERON



THE ELBERON STATION AT TRAIN TIME



THE PLAZA, LOOKING SOUTH, SHOWING WEST END GARAGE AND REAR OF TAKANASSEE HOTEL

BUSINESS ANNOUNCEMENTS

L. METZGER & CO.

The Oxford Market, Brighton Ave., West End, N. J.

The Oxford Market is one of those New York establishments which aid materially in making West End a pronounced favorite with the most fastidious as a summer resort, for at the Oxford Market is carried a stock of meats, poultry and game as complete, as skilfully chosen and as desirable in every way as can be found in the best of the New York City markets, while the prices are the same as charged there. In fact, this is a branch of a New York establishment and caters with complete success to just the same class of patronage it caters to in New York City,—the most fastidious. It is the only West End Market having its own cold storage plant. It is conducted by Mr. L. Metzger and employment is given to fifteen assistants which assure prompt, skilful, accurate and in every way satisfactory service. Eight delivery wagons are kept busy with a special automobile service to Seabright, Rumson Road, Monmouth Beach, West End, Elberon, Deal and Allenhurst. A specialty is made of carefully studying the individual preferences of each patron, and the result is that one is soon relieved of the necessity of giving instruction in that line in order to get just the sort of meat one prefers. The large business done in Allenhurst has necessitated the establishment of a branch market there.

CALVIN CUNNIUS.

Steel Bound Columns, Stairs, Mantels, Grilles. A Specialty of Wood Carving by Hand, Also General Mill Work.

Laird and Mill Sts., Long Branch, N. J.

The Cunnius Steel Bound Column is unequalled for strength and durability and is unreservedly endorsed by architects and by practical builders as by far the best "built-up" column on the market. It is manufactured under letters patent by Mr. Calvin Cunnius at the well equipped planing mill formerly carried on by Messrs. Chandler and Maps, and can be furnished in quantities and styles to suit at short notice. Mr. Cunnius is also extensively engaged in the manufacture to order and otherwise of stairs, mantels, and grilles, in all styles from the most simple to the most elaborate and is prepared to do in first-class style any of the work for which an up-to-date planing mill is equipped. A specialty is wood carving by hand. Employment is given to an adequate force of thoroughly competent assistants and orders are positively assured prompt and painstaking attention. Mr. Cunnius has had twenty years' experience in the business.

GEORGE T. LUKE.

Builder, Norwood Ave., near Pearl St., 'Phone 1053 J, Deal, P. O. Box 55, Elberon, South Elberon, N. J.

The choice of a builder is fully as important as the choice of an architect and a great deal of trouble and disappointment may be avoided by exercising such discrimination in the choice of a builder as to eliminate the chance of plans not being correctly followed or of the use of material inferior to that called for in the specifications. One very sure way to avoid such disappointment is to make use of the facilities offered by Mr. George T. Luke, for not only has he executed many important commissions but his record affords the best possible proof that plans and specifications are very exactly followed. He is prepared to figure very closely on any work in his line, including either large or small contracts; also to cheerfully furnish estimates on proposed work if desired.

COLUMBIA GARAGE.

Seeney and Ledaca, Proprietors, Brighton Ave., West End, N. J.

The automobile, which has such an important part in modern development, is in extensive use in Long Branch and the accommodations provided for the convenience of automobilists have an important part in the business facilities for which Long Branch is noted. The up-to-date facilities at the Columbia Garage and machine works on Brighton avenue, West End, command a wide appreciation and are of special convenience to the touring parties passing through Long Branch as well as to the summer colony. All kinds of repairs are made promptly and in the most expert manner and a full line of supplies for all makes of cars is carried in stock. Cars are stored and cared for at reasonable charges and automobiles are kept for hire. The proprietors of this enterprise, Mr. Arthur J. Seeney and Mr. Leon Ledaca are expert machinists and energetic business men who appreciate the importance of giving first-class service to their patrons.

SICARD'S PAVILION.

Ocean and Brighton Ave., West End, N. J.

Sicard's Pavilion is now in the third year of its existence and by exceptionally and uniformly high-class service and accommodations has fairly earned the pre-eminent position which it is universally conceded to hold. Situated on Brighton avenue, near the ocean in a cool and delightful location, the natural advantages are so well supplemented by the refreshments and confections served and the eminently satisfactory character of the service in every particular that it is not to be wondered at that it should have built up an exceptionally select as well as extensive patronage. The choicest soda with strictly pure fruit syrups, the very best ice cream and water ices, Repetti's confectionery, Suchard's chocolates, the leading brands of imported Key West and domestic cigars,—it will be seen that the most fastidious tastes are skilfully and completely catered to. Mr. Sicard also conducts a Tea Room in the same building which occupies an equally high position in its special line. He has leased the entire building and will conduct the latest imported moving pictures, with daily changes.

CHANDLER & MAPS.

Lumber, Coal and Wood, 64 S. Broadway, Long Branch, N. J.

A business which is very closely identified with the growth and development of Long Branch, is that of Chandler and Maps, who have been established here for the last twenty years. They are one of the leading concerns here in lumber and mill work. They have commodious premises on South Broadway where they have a large yard and well equipped mill. They also deal in hardware, paints, oils, varnishes, brushes, and agricultural implements. Their business activities cover an extensive field. Besides their important local business they have an extensive trade from a large district around, which is an evidence of the growing importance of Long Branch as a business centre. Messrs. A. Chandler and T. L. Maps, who compose this firm, are active and energetic business men, enterprising and progressive, and are influential in the development of Long Branch.

W. B. CONOVER.

Plumbing and Heating, P. O. Box 38. Pearl St., Elberon, N. J.

The importance of placing orders for plumbing or heating, roofing or furnace work with one who may safely be depended upon to give them prompt, skilful and painstaking attention is too obvious to require explanation so we will simply say that a sure way to attain satisfactory results is to make use of the facilities offered by Mr. W. B. Conover.

He has executed many important commissions in this section and is always ready to furnish estimates on work in his line or to figure very closely on contracts, large or small. Mr. Conover is a practical plumber who keeps fully informed as to the latest developments in sanitary plumbing, etc., employs thoroughly competent help and gives personal supervision to the filling of orders, so that work done by him is sure to be fully up to the standard in every detail.

CHRISTATOS & KOSTER.

Florists

Branch at Ocean Avenue, West End, N. J.

Telephone, 168 West End

717 Madison Avenue 63rd St., New York

Telephone 4846 Plaza

Every year there is still greater demand for flowers, floral decorations, emblems, etc., and a firm that is most certainly doing its full share to stimulate that demand is that of Christatos & Koster of 717 Madison Ave., New York, who, at their branch store on Ocean Ave., West End, are in a position to furnish the best things in their line which the market affords at prices which will bear the closest comparison with those of competitors, their stock embracing a large assortment of flowers, plants and ferns for house and garden. No order is too small to receive careful attention and none is too large to be properly attended to. They number among their customers many of the leading cottagers. The facilities of this concern are first class in every respect; and a very important department of their business is the making to order of floral designs of all kinds from the most simple to the most elaborate for weddings, parties, receptions, funerals, etc. All tastes and purses can be suited and the prices will be found to be uniformly reasonable.



THE PAVILION AND OCEAN AVENUE, WEST END, LOOKING SOUTH



BRIGHTON AVENUE—LOOKING EAST

BUSINESS ANNOUNCEMENTS

CLOUGHLY, NICHOLL & CO.

Lumber and Building Materials, Hardware, Paints and Oils,
Coal and Wood,

Branchport Ave. and N. J. S. R. R., Long Branch, N. J.

The senior member of this firm started as a builder in 1865. This firm was established in 1872. They have advanced to the front rank among the lumber and building material firms of the State and the product of their mill is seen all along this section of the coast.

The mill and yard occupy a large tract on the N. J. S. R. R. and lumber in car lots comes direct into their yard. They have also an extensive trade in Trenton Pulp Plaster for which they have the agency for this section. Their mill is equipped with the latest improved wood-working machinery and a large force of men are given employment. Some large hotels and many of the cottages were built from material furnished by Messrs. Cloughly, Nicholl & Company. The best grade of coal and wood, also a well-selected stock of hardware, paints and oils is carried which are sold at very reasonable prices. At the mill they manufacture doors, sash, blinds, mouldings; also do all kinds of sawing and turning. The members of this firm have done much to advance the growth and prosperity of Long Branch.

Among the buildings for which the lumber and building materials were furnished by them we would mention the celebrated Moses Taylor and McCall cottages; the Taylor Memorial Church and all the cottages built in the well-known Norwood Park for the late Norman L. Munro. Also the Steinberger cottage at Elberon; the Van Rensselaer cottage at Sea Bright, Auckencloss, Wells and J. T. Lowe, and many others in this section.

FRED RIECHERS.

Maker of Men's and Women's Clothes, 213 Broadway,
Long Branch, N. J.

Long Branch is a centre of fashion as well as a famous summer resort and the very latest styles in clothes for men and women are always to be seen here. Mr. Fred Riechers, "maker of men's and women's clothes," of Long Branch, has been established in business here for the last thirty-five years, and has customers throughout New Jersey and also distant points. His work has all the distinctive qualities of high-class tailoring and gives satisfaction to the most particular. He has an extensive patronage from old customers who can be suited by no other tailor and who find his work equal to that of fashionable city tailors, while his prices are a good deal lower. Mr. Riechers will send a full line of samples to distant points and he serves the convenience of patrons in every way possible.

BRANCHPORT HOSE COMPANY.

No. 3, Long Branch Fire Dept., Tel. 180J. (See the 16th page)

The Branchport Hose Company, organized, elected officers and filed Articles of Incorporation August 1st, 1903, under Act of April 21st, 1876, with fifteen charter members:

Asariah C. Bennett, Edward N. Pearsall, John J. Manlot, Austin B. Yale, John A. Norris, Taylor W. Johnson, Theodore R. Watson, Frederick S. Bennett, J. S. Terwilliger, John Van Note, Wm. A. Yale, John L. Howland, Walter H. Bennett, and E. E. Throckmorton.

After purchasing a lot and erecting a building thereon, they discovered that the Act under which they had incorporated did not allow them to hold property.

January 30th, 1905 they took out new Articles of Incorporation under Act of April 21st, 1898, which gave them all the privileges of owning, buying and selling, and made them a part of the fire department of New Jersey with five trustees, T. R. Watson, T. W. Johnson, A. C. Bennett, J. J. Manlot and J. L. Howland, who signed Articles of Incorporation which was received in the county clerk's and secretary of State's office, February 4th, 1905, as Branchport Hose Company, No. 3, becoming a part of the Long Branch Fire Department, with a membership of thirty-eight.

Pres., Austin B. Yale; Vice-Pres., Harry Bennett; Sec., J. S. Terwilliger; Treas., J. J. Manlot; Foreman, Jas. Blair; 1st Asst., John T. Witty; 2nd Asst., Theo. A. Read; Stewards, John Van Note, Thos. N. Wolley; Fire Police, Wm. A. Yale, Geo. Arants; Trustees, J. I. Kingsland, Jr., and T. R. Watson, Asher Wardell, E. E. Throckmorton, J. A. Morris, Henry Conover, John L. Howland, Uria Bennett, A. C. Bennett, H. B. Berdan, H. P. Bennett, Wm. C. Barrett, Harvey Finn, Geo. A. Yale, T. W. Johnson, Lewis H. Brown, John R. Thompson, Ivy Thompson, Wm. Kingsland, John E. Wolley, Wm. H. Alexander, Chas. W. Cook, Harry E. Wait, Walcott V. Smith, Van L. Smith, Wm. H. Lewis, Frank L. Ferguson.

AZARIAH C. BENNETT.

Wholesale and Retail Grocer, 307 Branchport Ave.,
Long Branch, N. J.

The stores at Long Branch furnish everything in the line of food supplies at the lowest prices for goods of the best quality. This fact commands special attention in a review of the influences which have contributed to the flourishing development which has made this one of the most prosperous places on the New Jersey coast. An especially large business is done by Azariah C. Bennett, wholesale and retail grocer, at 307 Branchport avenue. Mr. Bennett is one of the leading merchants in this section and during his long business experience of forty years—eighteen of which he has conducted this store—he has gained a well-earned reputation for reliable dealing. He has a large and well-stocked store, making a very attractive display, and an important patronage comes from the summer colony. Four wagons are kept busy. The prices are always right, the goods reliable and the delivery service gives satisfaction to the most particular customers. Telephone Orders (329W) promptly filled.

SEXTON BROTHERS.

Undertakers, 516 Broadway, Long Branch, N. J.

(See residence cut four pages ahead.)

The importance of Long Branch as a business center has increased with its growth as a summer resort and its business facilities to-day are metropolitan in character. The undertaking establishment of Sexton Brothers, at 516 Broadway is up-to-date in every particular and special provision is made for meeting the needs of the large transient population. The funeral arrangements at this establishment are adequate to every need. Telephone calls are given prompt attention at any hour, day or night, expert embalming is done and when it is necessary to forward by train, careful attention is given to every detail. Mr. John G. Sexton, widely known as an expert in his exacting profession, is one of the officers of the State Funeral Directors' Association; also one of the officers of the Monmouth and Ocean Co. Undertakers' Association. He has had charge of many important funerals, always giving full satisfaction in every particular. He has a force of expert assistants, who work under his personal direction and he can be relied upon under all circumstances.

Another important department of the business is that of upholstering and awnings. In this line Mr. Sexton has for customers many prominent cottagers, many of whom have been customers from the start.

W. C. BURNER.

Modern Machine Shop, Automobile and Machine Work
our Leading Specialty. (See residence cut four pages ahead.)
46 Grand Avenue, Long Branch, N. J.

The "Modern Machine Shop" carried on by Mr. W. C. Burner at No. 46 Grand Avenue is truly "modern" in the best sense of the word, for it is so equipped and conducted as to be able to turn out the most difficult and accurate work at short notice and in strictly first-class style. Its capacity includes pattern and model making universal milling machine and lathe work; and a leading specialty is made of automobile and machine work. Mr. Burner is prepared to make to order any part for any machine, and gives particular attention to gear cutting, being in a position to do the most difficult work in that line and to do it right. Such of our readers as have had experience at having difficult repairing done at the average machine shop will appreciate the great value and convenience of such a shop as this, and will readily understand why Mr. Burner does an extensive business and is very highly commended by those who have given his shop a trial.

E. B. FIELD.

Auto Gasoline and also Kerosene. Supplies.
Long Branch, N. J. (See residence cut four pages ahead.)

Automobiles have been so far perfected that there now seems but little room for further improvement, but even the best automobile is a source of much more trouble than pleasure if handicapped by the use of inferior gasoline or poor lubricating oil and therefore it is well to use discrimination in the purchase of anything in those lines. One sure way to get the best at the lowest prevailing rates is to take advantage of the facilities offered by Mr. E. B. Field, at No. 72 Grand avenue, as he is a dealer not only in gasoline and lubricating oils but in automobile supplies of all kinds and is in a position to furnish goods that will suit even the most critical. The equipment of his place of business is complete in every detail and orders can be filled with a promptness and accuracy which are thoroughly satisfactory.



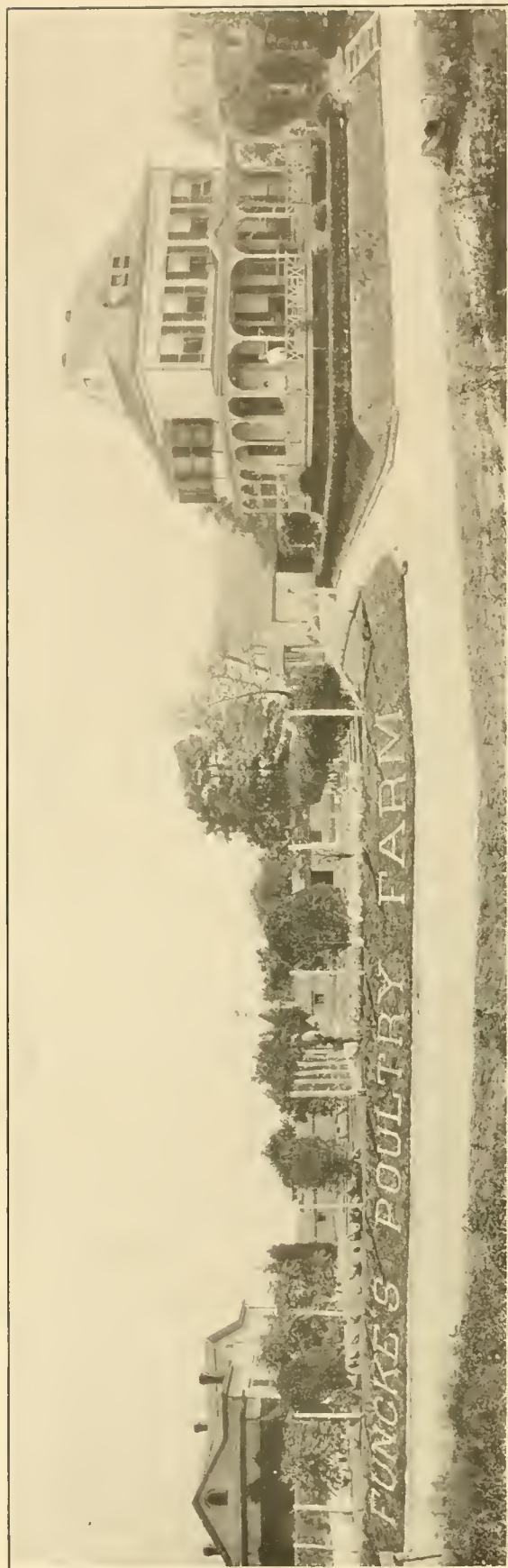
BRANCHPORT AVENUE FROM RAILROAD—LOOKING SOUTH



BRANCHPORT AVENUE—LOOKING NORTH

Cottrell Photo.

BUSINESS ANNOUNCEMENTS



LOUIS FUNCKE'S RESIDENCE AND POULTRY FARM, PEARL STREET, ELBERON

FUNCKE'S POULTRY FARM.

Louis Funcke, Proprietor, Elberon, N. J., Tel. Connection

The above illustration shows Funcke's Poultry Farm, L. Funcke, proprietor, on Pearl Street, Elberon, including residence. The Elberon plant is one of Mr. Funcke's several

poultry plants, and is a receiving station of live birds from poultry yards located at Colt's Neck, Kingston, Glenmoore, N. J., and Parkesburg, Pa. The Elberon branch, consisting of eight acres of ground with a modern sanitary dressing establishment, is used only for dressing purposes for the extensive business this firm has established in the last nine years along the Jersey Coast, with branch stores at Amsterdam and Madison avenues, New York.

THE HOTEL ROTHENBERG.

L. Rothenberg, Prop.; David Elting, Manager.
Ocean Avenue, West End, N. J.

The accommodations furnished at the Hotel Rothenberg are so eminently satisfactory in every respect that it is easy to understand why this house should be given the preference by so large a proportion of the most fastidious. It is very advantageously located on Ocean Avenue, West End, and the equipment and furnishings are in accordance with the location as they represent the very latest and best in that line. Very few hotels in the entire country can show such elegant suites of rooms with private bath as are provided at the Hotel Rothenberg, and the Cafe and Restaurant connected with the house are of equally high class in every detail of appointments, cuisine and service. Particular attention is given to the entertainment of auto parties, and telephone orders are assured as careful attention as those given by personal call. The manager is Mr. David Elting and by close personal supervision he maintains the service at the highest possible standard of efficiency.

THE IMPERIAL.

B. Sussman & Sons, 198-200 Broadway, Long Branch, N. J.

This is the leading "all the year round" hotel in Long Branch and is situated in the centre of the business section. The building is of brick and was erected twelve years ago by the Messrs. Sussman, who are experienced hotel men. It is up-to-date in all its appointments and has twenty-five guest rooms which are none too many to meet the demand of their large commercial trade. There is a well-stocked cafe where will be found the best grades of wines, liquors, beer and imported and domestic cigars. The dining-room has a large transient trade and has seating capacity for one hundred. Table d'hote dinners are a popular feature at fifty cents each—seventy-five on holidays, and the service is polite and attentive. The Imperial has a high reputation for its cuisine. The aim of the house is to purchase only the best quality of poultry, meats, fish and vegetables. The cooking is in charge of an experienced chef. Visitors to Long Branch either on business or pleasure will find the Imperial the most convenient to the shopping district, the banks, etc., and everything is first class. The rooms are from \$1.00 upward per day on the European plan.

DALTON HOTEL AND RESTAURANT.

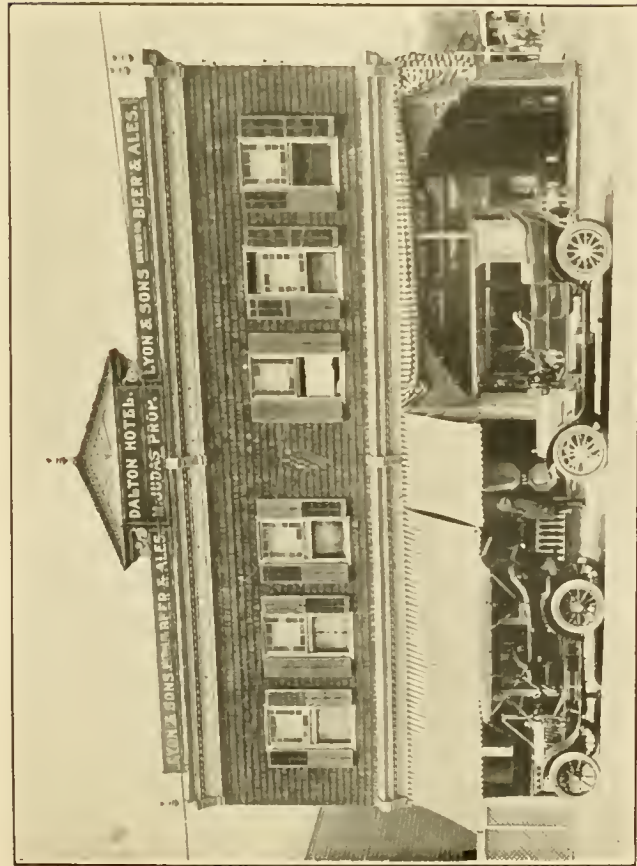
Brighton Ave., near West End Depot, Long Branch, N. J.

It is safe to say that there is not a more popular establishment of its kind in this section of the state than the Dalton Hotel and Restaurant, very conveniently located on Brighton Avenue, near the West End depot. The proprietor, Mr. M. Judas, appreciates the fact that close personal attention is essential to success, and so he is not content with employing an ample force of thoroughly competent assistants but looks closely after details himself and so maintains the service at a very high standard of efficiency. A varied and abundant bill of fare, prompt service, excellent cooking, reasonable prices,—all those things combine to attract and retain the best class of patronage so it is not to be wondered that this Hotel and Restaurant attract the best of automobile trade and considerable more patronage than the ordinary for those inspecting their cottages, also commercial men and others.

JOHN A. MCGUIRE.

Newsdealer, 129 Brighton Ave., Long Branch, N. J.

The establishment conducted by Mr. John A. McGuire, at No. 129 Brighton Avenue, would be fairly entitled to a leading position in a list of the most really popular store at Long Branch, as it is so stocked and managed as to hold a position second to none in this section of the county in its special line. As a newsdealer Mr. McGuire handles the leading dailies and weeklies. He delivers newspapers and magazines to cottages and hotels, guaranteeing efficient service. He deals largely in kodaks, sporting goods, toys, etc., at city prices. The store is well stocked with the best stationery in all standard grades, and no matter how fastidious you may be in the matter of social stationery you can find goods to suit you here both in staple styles and in latest novelties.



DALTON HOTEL, BRIGHTON AVENUE



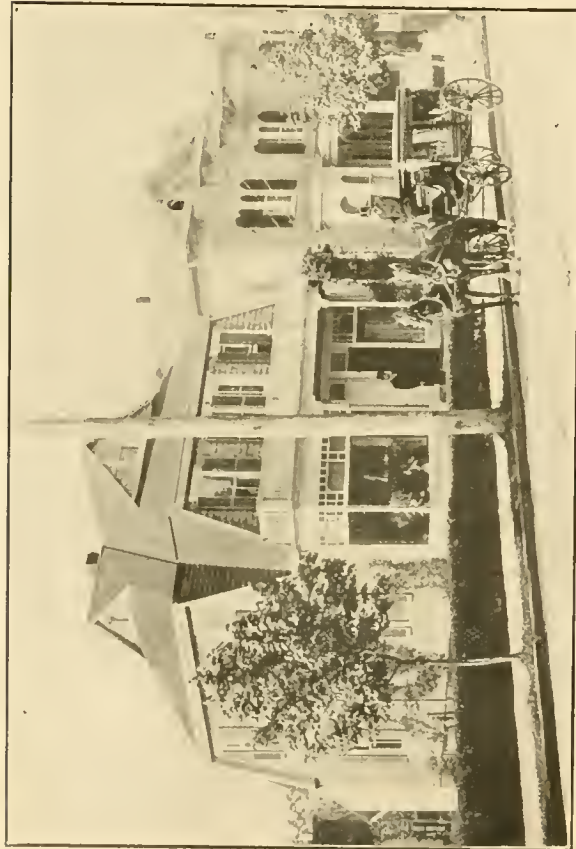
HOTEL ROTHENBERG, OCEAN AVENUE AND WEST END COURT



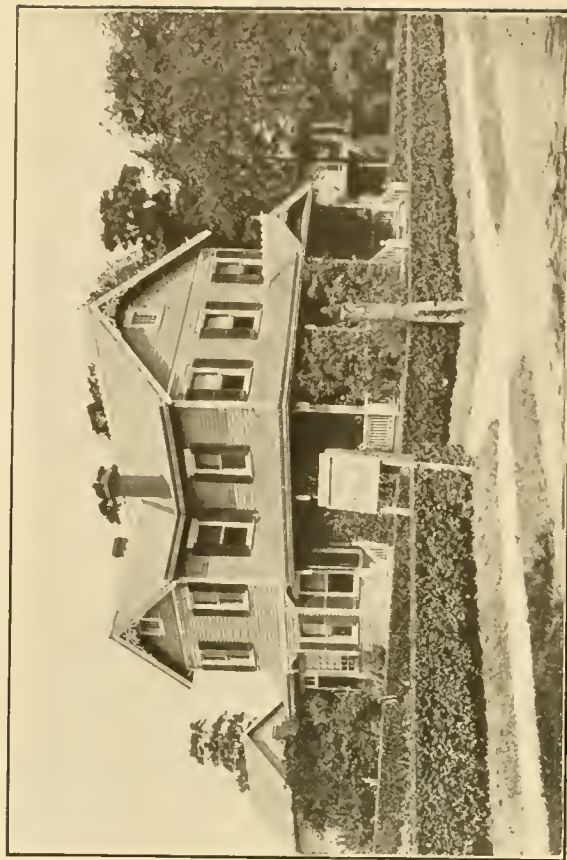
SCARBORO HOTEL, 390 OCEAN AVENUE



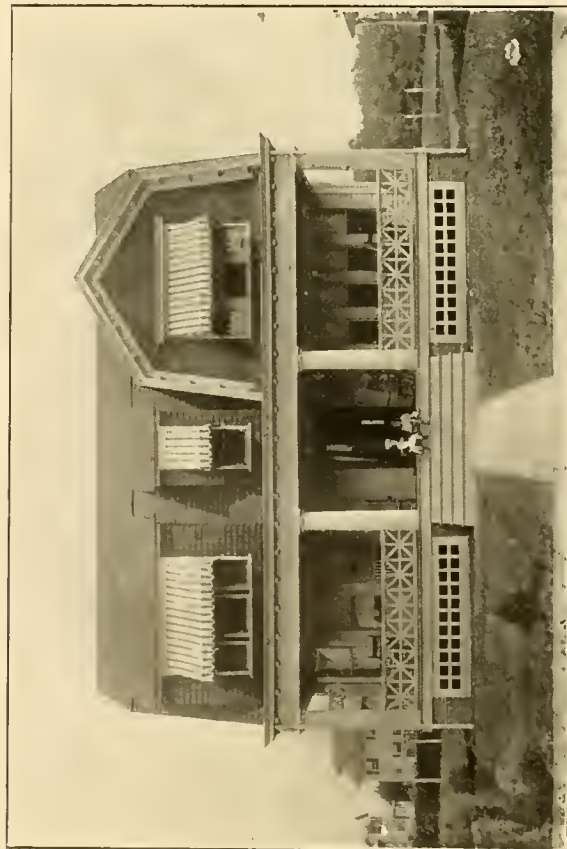
THE IMPERIAL, 198-200 BROADWAY



RESIDENCE OF JOHN G. SEXTON, 516 BROADWAY



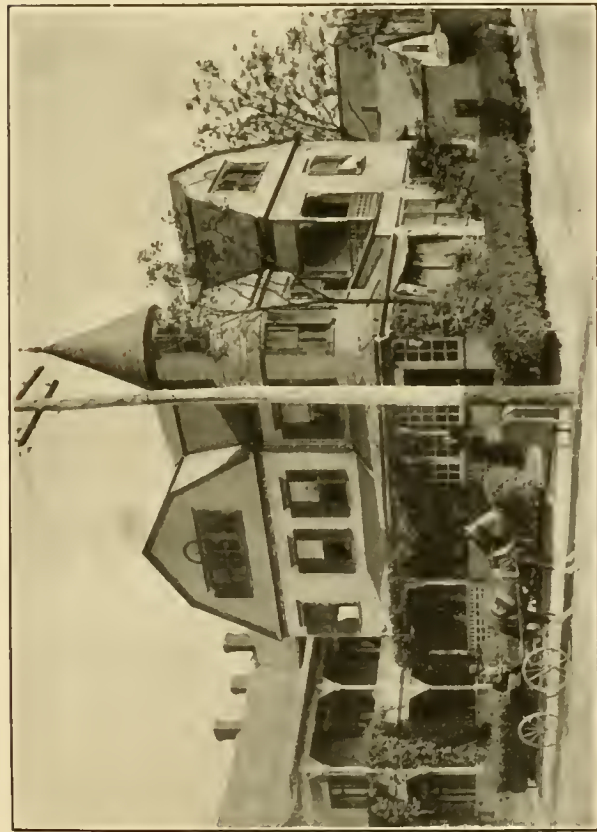
RESIDENCE OF E. B. FIELD, 72 GRAND AVENUE



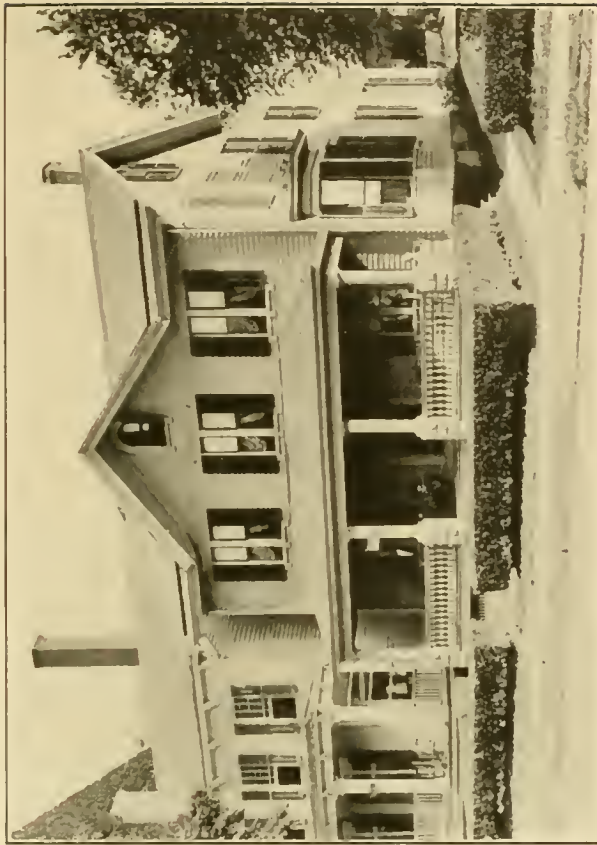
RESIDENCE OF E. R. SMOCK, 115 PAVILION AVENUE;



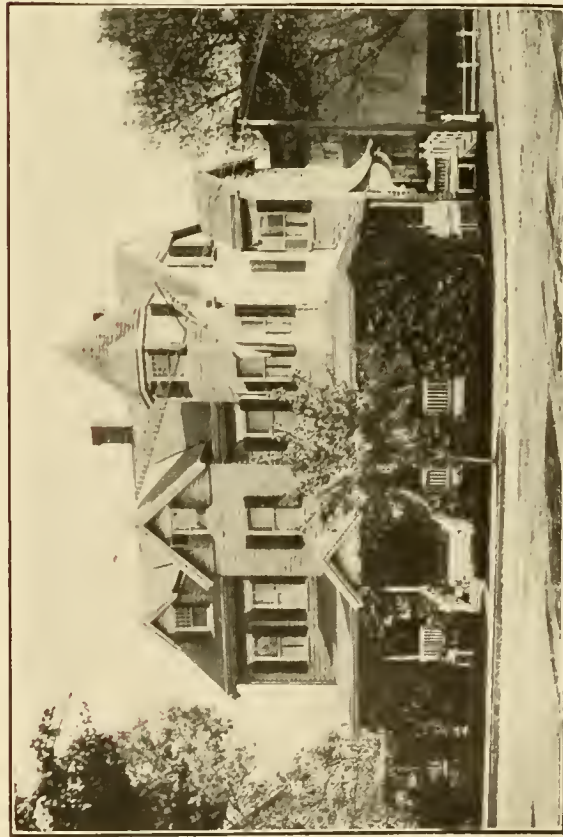
RESIDENCE OF W. C. BURNER, 46 GRAND AVENUE



RESIDENCE OF DR. JNO. W. BENNETT, 252 BROADWAY



RESIDENCE OF DR. WM. K. CAMPBELL, 525 BROADWAY



RESIDENCE OF DR. GEO. H. BAKER, CHELSBA AND SECOND AVENUES.



RESIDENCE OF DR. JOSEPH T. WELCH, 247 BROADWAY

BUSINESS ANNOUNCEMENTS



ST. JAMES HOTEL.

Karl Huhn, Proprietor, Second Ave., West End.

Very many people think that the West End is by far the best part of Long Branch and evidently very many people also think that the St. James is the best place at West End, for it is certainly a fact that that hotel does a very extensive business and also that its patronage is largely derived from those who have been there before and made practical trial of the accommodations offered.

This is the only German Hotel at the West End. Its reputation is gained by the mechanics from the best firms of New York, Philadelphia and Chicago having business in Long Branch, and who always stop here.

The house has an excellent location on Second avenue, and is well arranged and equipped for the prompt and efficient handling of business. The management appreciate the fact that the average citizen is always in a hurry and that he does not like to have to wait, so they have things so arranged that orders are filled promptly. The table is first-class and variety good. If you have ever tried the St. James you need not be told that the service is very satisfactory, and if you have not tried it and do so now you will thank us for calling your attention to it. There are twenty well furnished guest rooms.

WILLIAM THOMSON.

Plumbing, Hardware, House Furnishings, Crockery, Paints, Oils and Varnishes. 131 Brighton Ave., West End, N. J.

The store of William Thomson is centrally located at No. 131 Brighton Ave., one block from the West End depot, and contains a large and carefully selected stock of hardware, house furnishings, crockery, agate, tinware, paints, oils, varnishes; also auto and carriage supplies.

Mr. Thomson is a practical plumber with over twenty years' experience in New York City on high grade work. He employs only competent men and can figure on all character of plumbing.

His stock of house furnishings is selected with a view to suit the cottage trade and you are assured of the best service.

SPRING BROOK STOCK FARMS.

Formerly Prices' Stock Farm, Finn Bros. Prop., South St., Eatontown. Tel. 780 F 12 Eatontown
Horses Conditioned and Boarded for the Winter.

Spring Brook Farms is an ideal place, situated about three miles west of Long Branch at Eatontown, has a free running brook through it and is an ideal place to winter your horses. Terms are reasonable and competent men to take charge to condition horses, saddle or driving. All box stalls in the stable. Those who have wintered their horses at this farm have found them greatly improved in condition, as they receive the very best of care and attention. This farm has the advantage also of being within driving distance of New York and Newark. Address Joseph Finn, 586 B'way, Long Branch.

OCEAN AVENUE FISH MARKET.

Brighton Ave., West End, N. J.

There is as much difference between a strictly first-class fish market and an ordinary one as there is between a strictly first-class hotel and a "dollar a day house," and just which class the Ocean Avenue Fish Market stands in is indicated by the fact that the Ocean Avenue numbers the leading cottagers among its regular customers. Six wagons are kept busy during the season. It is located on Brighton avenue, West End, and is so arranged and equipped as to afford the best possible facilities for the storage, display and handling of fish and sea food of all kinds. The management fully appreciate the fact that in order to gain and retain the most select class of patronage they must invariably handle only the very best goods in their line which the market affords, and also that as great a variety as possible must be constantly offered to choose from, and so fully do they attain both those results that they well deserve the high success achieved.

THOMAS B. BARHAM.

Plumbing, Heating and Tinning, West End Court and 2nd Ave., West End, N. J.

Mr. Thomas B. Barham does a general business in connection with plumbing, heating and tinning; the sale and repair of stoves and ranges and heating apparatus in general, but he makes a leading specialty of high class sanitary plumbing and scientific heating and ventilation and is called upon to execute many very important and sometimes difficult commissions in those lines. Mr. Barham has installed a great deal of plumbing, heating and ventilating apparatus in this section and the high character as well as the magnitude of the patronage he receives affords the best possible demonstration of the excellence of his work. His place of business is located corner of West End Court and Second Avenue; is connected by telephone, and the management and the facilities are such as to assure prompt attention to all orders.

RYAN'S RESTAURANT AND BAKERY.

137 Brighton Ave., near West End Depot, Long Branch N. J.

Those who are visiting West End to inspect cottages will find a popular restaurant is that of Ryan's where the best of everything can be obtained at reasonable prices. Only the best grade of meats and vegetables are bought and the cooking is carefully done. A special feature is the fine coffee.

The demand for baker's goods is not only already huge but is steadily increasing as the public more fully appreciate the fact that it is not worth while to do much bread, cake and pastry cooking especially during the summer, when strictly first-class articles can be obtained at a bakery. And at none can better goods be found than at Ryan's restaurant and bakery, located on Brighton avenue, near the West End Depot. In fact, it is difficult to find baker's goods anywhere that will stand comparison with those furnished at Ryan's, and a very large patronage is received, including many cottagers. A complete assortment of bread, cake, pastry, etc., is always to be found here, always fresh and attractive in every particular.

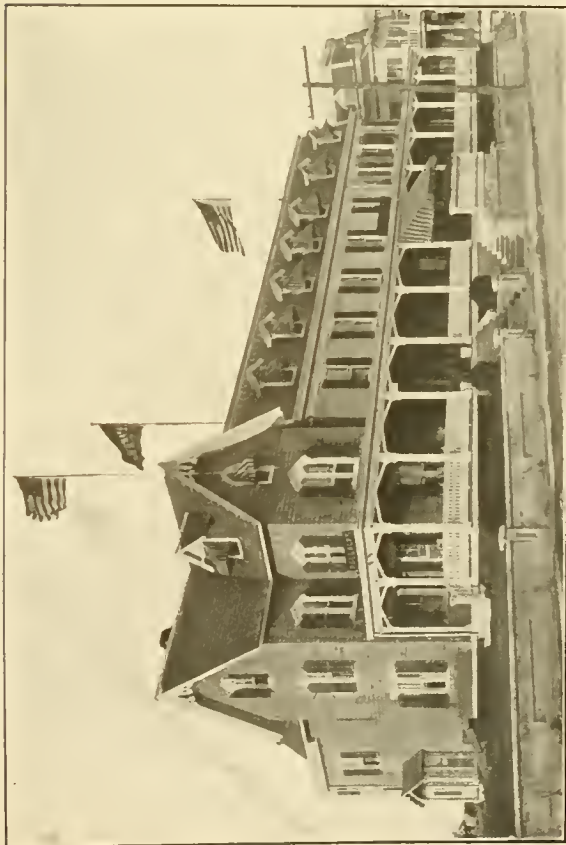
HOTEL PHELANDO.

Chelsea and Ocean Avenues, Long Branch, N. J.

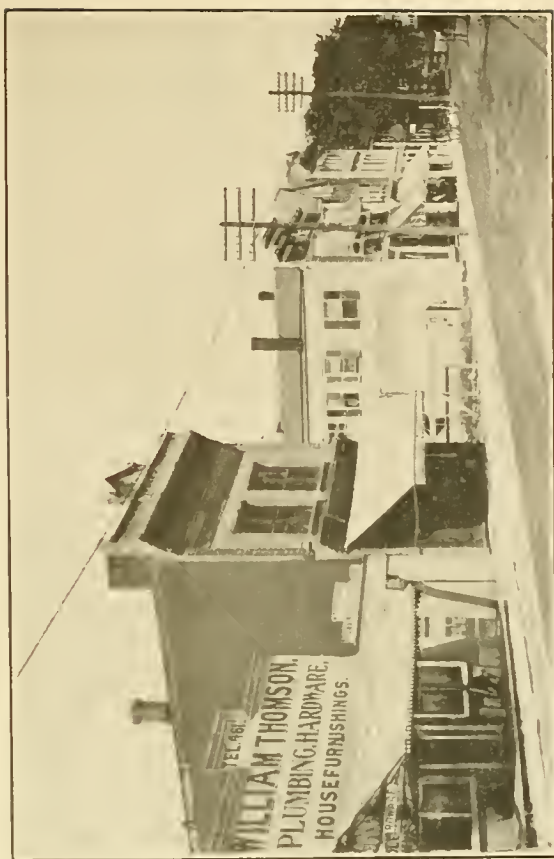
Mrs. D. Pollack, Proprietor.

Long Branch has its full share of really first-class hotels but "The Phelando" stands in a class by itself as it offers attractions such as no other hotel can equal. It is a newly built and thoroughly modern hotel 110 ft. front x 112 ft. deep, has 100 guest rooms and therefore can accommodate 200 guests and is so well arranged, equipped and furnished as to leave nothing to be desired in that line; but after all its most attractive and characteristic feature is its Hungarian Kitchen which is conducted according to Jewish dietary laws, and in that it stands without a peer. The proprietress, Mrs. D. Pollack, certainly does not lack experience, as she for five years conducted the Vienna Hotel and other hotels for seven years more before opening the Hotel Phelando, and the fruits of that experience are to be seen on every side in the completeness with which the wants of patrons are anticipated and provided for. Rates are \$2.50 upwards per day, \$15.00 per week.

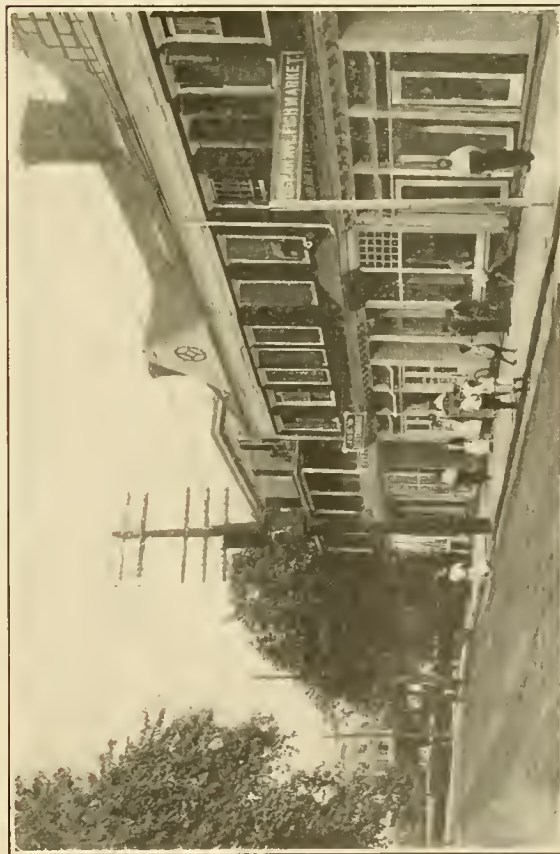
Passengers by Sandy Hook route will find the Chelsea Avenue railroad station very convenient to the hotel. After you have once been there you will need no argument to convince you that you ought to come again as soon as possible.



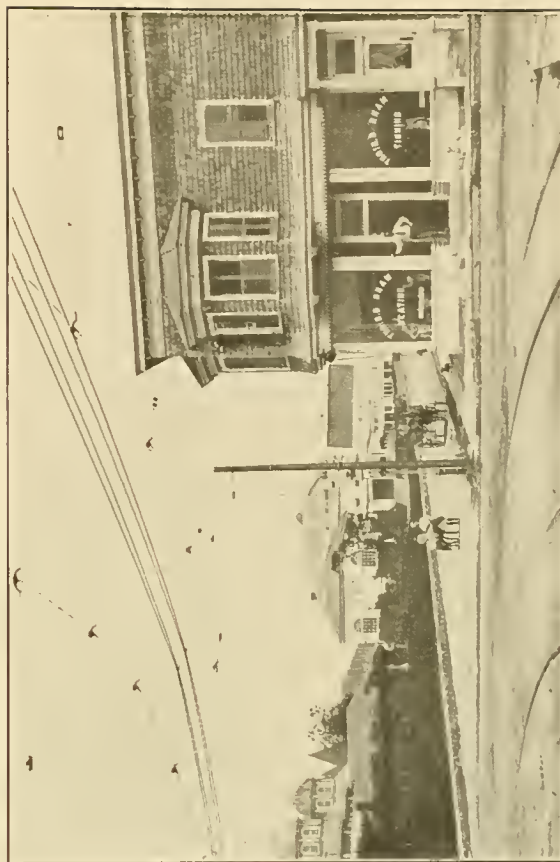
HOTEL PHELANDO, CHELSEA AND OCEAN AVENUES



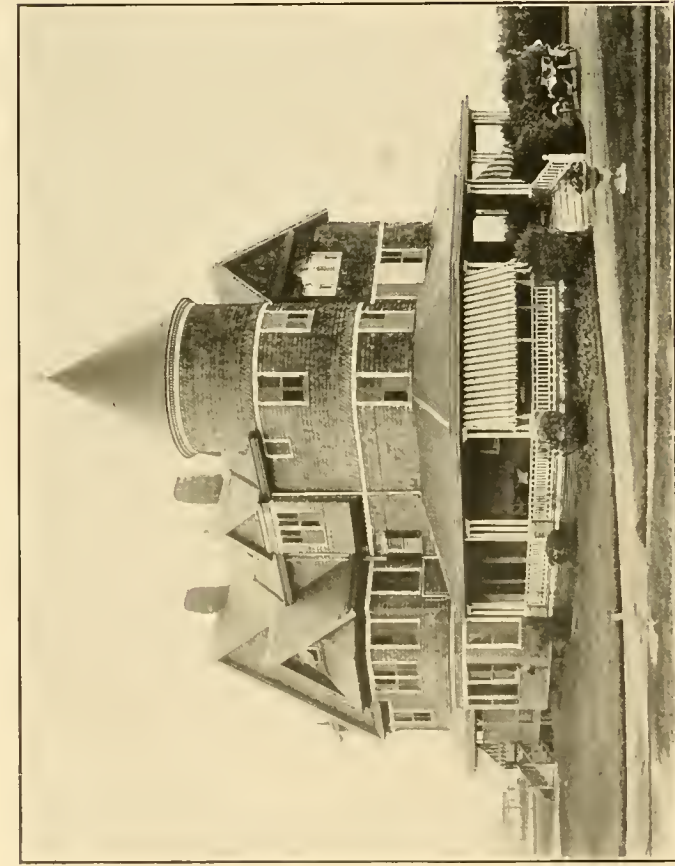
NORTH SIDE BRIGHTON AVENUE—LOOKING EAST



SOUTH SIDE BRIGHTON AVENUE—LOOKING EAST



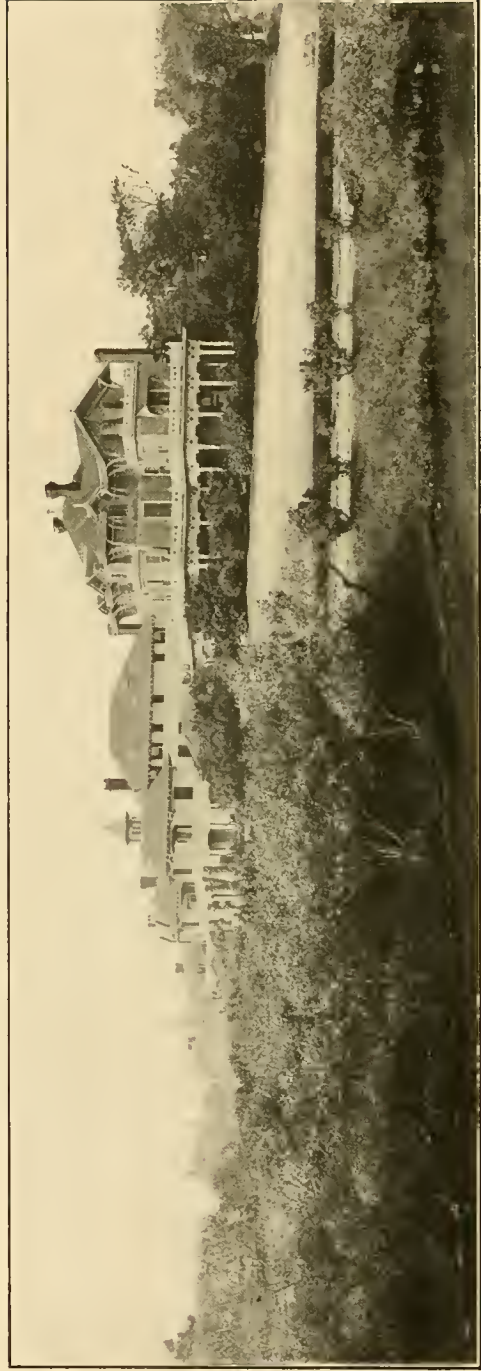
CORNER 2ND AVENUE AND WEST END COURT



RESIDENCE OF DR. EDWIN STERNBERGER, OCEAN AVENUE



RESIDENCE OF DR. CHAS. C. CATTANACH, V. S., 250 SECOND AVENUE



RESIDENCE OF EWEN MCINTYRE, OCEAN AVENUE



ATLANTIC HOTEL, S. GLASER PROP., OCEAN AVENUE CORNER PAVILION AVENUE



BRIGHTON AVENUE FROM RAILROAD CROSSING—LOOKING EAST



THE LONG BRANCH RECORD

The Long Branch Record, publication office 192 Broadway, was established as a weekly newspaper in 1882 and as an afternoon daily in 1902.

It is published from one of the best equipped printing plants of its class in New Jersey.

The circulation of the Record is increasing gradually and it will be but a short time when a copy will find its way into every reading home in its territory. It is put to press every week-day at 3.30 o'clock with a regularity and punctuality that enables its readers to use its appearance as a standard of time by which to set their timepieces.

The record plant has facilities for turning out all kinds of job printing but the better class of printing is particularly catered to.

J. P. HAMILTON, JR.

Carpenter, Builder and General Contractor, 63 Jackson St., Long Branch, N. J.

Mr. J. P. Hamilton, Jr., has a high and well-deserved reputation as a carpenter, builder and general contractor which has been fairly earned by the results attained in the execution of the many important commissions with which he has been entrusted. He is in a position to figure very closely on any work in his line, and the work covers a broad field as it includes anything and everything coming under the general head of carpentering. Estimates will be gladly furnished on application and Mr. Hamilton welcomes opportunity to figure on plans and specifications for buildings of any kind or for additions to or repairs of buildings already erected. His place of business is at No. 63 Jackson Street and all orders are assured prompt and painstaking attention.



RESIDENCE AND BOTTLING WORKS OF JOHN HELDT

JOHN HELDT.

Wholesale and Retail Dealer in Wines and Liquors: Bottling a Specialty. Monmouth Ave., corner Liberty St., Long Branch, N. J.

The main secret of the exceptional degree of success attained by Mr. John Heldt as a wholesale and retail dealer in foreign and domestic wines and malt and spirituous liquors, may be found in the single word, "quality." He has been established thirty years and he takes it for granted that his patrons want the best, and the best he gives them,—the result being that he receives a very select, as well as large, patronage. He is agent for Ballantine and Company's Export Beer and the Schlitz Milwaukee Beer, which may fairly be taken as a "pointer" as to the grade of goods he handles. He conducts the finest sanitary bottling establishment on the Jersey coast, where everything is bottled and sterilized by the very latest and best machinery. It is always open to inspection and visitors are made welcome, for Mr. Heldt appreciates the fact that the more widely it is known the more popular will be his establishment.

HYER & FLOCK.

Undertaker and Embalmer, 243 Broadway, Long Branch, N. J.

One of the best equipped and most widely and favorably known establishments of the kind in the entire county is that carried on by Hyer and Flock (Mr. J. W. Flock being the coroner of Monmouth County). They have had a long experience as undertakers and embalmers and have been called upon to execute a great many very important commissions. The patronage received is very extensive and select, but in spite of its magnitude they give personal attention to the carrying out of every order in detail and thereby maintain the exceptionally high reputation for taste, skill and promptitude which this house has won. Connected with the business is a private Morgue, also a commodious parlor up stairs where friends and relatives can be alone with the deceased. There is a private ambulance, the only one in the county, equipped with strictly modern appliances, the use of which may be obtained at reasonable rates, while coaches for weddings, balls and funerals will be furnished at short notice. They have also a Chapel for funeral services which is free of charge.

W. R. McDOWALL & CO.

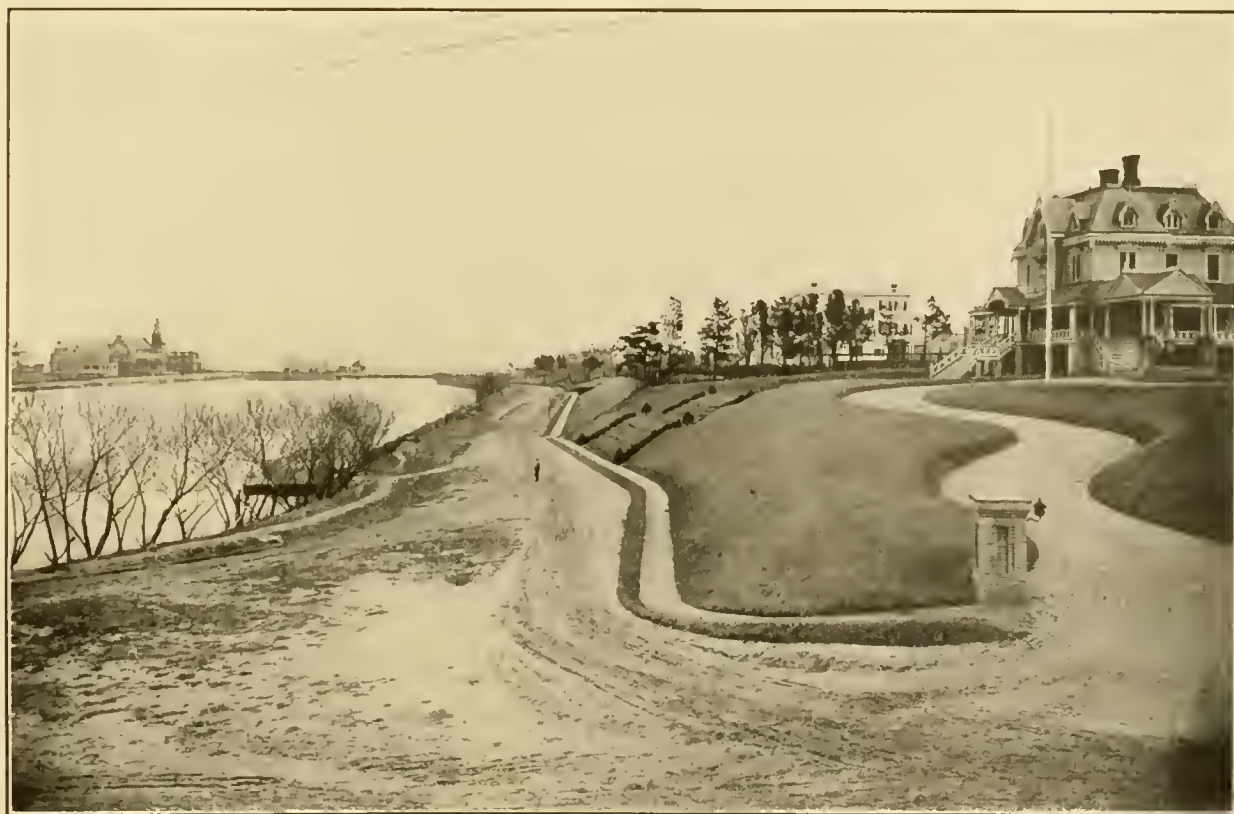
Stock Brokers (of 35 Wall St., New York). Branch Office, 245 Broadway, Long Branch, N. J. B. D. Depierris, Manager.

The success of an enterprise in this age of close and intelligent competition rests upon its ability to "deliver the goods" rather than upon past reputation, and the liberal and select patronage given the enterprises conducted by Messrs. W. R. McDowall and Company is the legitimate reward of their success in that line. At 245 Broadway they have direct wires to Wall street, New York, and are in a position to render exceptionally quick and skilful service in the line of operations in stocks, bonds, etc. The details of the transaction of the business are extremely well systematized, influential connections are enjoyed and commissions are executed in very short order and with unfailing accuracy. Investment securities a specialty.



BROADWAY FROM FOURTH AVENUE—LOOKING WEST

Cottrell Photo.



TAKANASSEE LAKE—LOOKING EAST

Cottrell Photo.

BUSINESS ANNOUNCEMENTS

THE "VICTORIA."

88 Second Ave., Long Branch, N. J.

Many summer visitors prefer a medium-sized house where every attention is paid to their comforts by the management and where they can meet a few refined people and make pleasant acquaintances, to a large hotel where there are many strangers. At the Victoria, which has been successfully conducted by Mr. E. L. Reynolds for many years, the company is select and all the comforts of a home are found. The house is large and commodious and the situation is unexcelled, being but one block from the ocean and four minutes from railroad station of Sandy Hook route from New York, and in a select residential neighborhood.

The thirty-one guest rooms are handsomely furnished. The house and the acre of ground are kept in the best condition. The table is first-class while the terms are reasonable, either for a week or for the season.

THE L. R. WILLIAMS BOAT AND LAUNCH WORKS.

Builders of Surf Boats, Family Launches, Speed Boats, etc.
Atlantic Ave., Long Branch, N. J.

The L. R. Williams Boat and Launch Works have executed many important commissions and it may be truly said that no similar establishment has a higher reputation for turning out work which is "right" in even the minutest detail. The simple fact that an important department of the business is the building of surf boats is of itself positive assurance that this concern know how to build boats that combine lightness, strength and sea-worthiness in the highest possible degree, and as all of those qualities are absolutely essential to "speed boats" which are really worthy of the name, it naturally follows that the L. R. Williams Boat and Launch Works are called upon to fill many important orders for such craft. Family launches—boats where comfort and safety are the things most needed—are also among their important productions, and such of our readers as appreciate the fact that "the best is the cheapest" where boats are concerned, will know where to place their orders to the best advantage.

CHAS. H. RUDLOFF.

Plumber.

Heating, Ranges, etc., Norwood and N. Lincoln Aves. Elberon, N. J.

Mr. Rudloff's plumbing shop was the first one established in Elberon. That he is still there and doing work in many of the finest residences is ample proof that he is fully up-to-date, capable, practical, and reliable. He is fully informed in the latest details of sanitary installation and prepared to satisfy the most critical of customers.

Mr. Rudloff gives personal supervision to the execution of every commission, and therefore is in a position to safely guarantee satisfaction, as regards both material and workmanship. See cut of place of business opposite. Telephone connection.

GEO. WOOLLEY & CO.

General Contractors and Builders of Wooden and Stone Bulkheads, Etc., 99 Atlantic Ave., Long Branch, N. J.
Branch Office: 7 W. E. Court.

This is one of the best known contracting firms on the coast, as they have built many of the most important wooden and stone bulkheads for which Long Branch is noted. A large force of men is given employment and pile-drivers of the best kind are used, a specialty being made of pile-driving in all its branches and building bulkheads. Messrs. Geo. Woolley & Co. build bridges, docks, dikes, piers, jetties and breakwaters, and can mention many important jobs in this line. Estimates will be promptly given on any contemplated work. Mr. Geo. Woolley started this business many years ago, and is considered an authority on the building of bulkheads and dikes, and his services are often called upon for some very difficult jobs. His work is noted for its strength and durability.

THE CHILDREN'S PLAYGROUND.

Corner Ocean and Chelsea Avenues.

This attractive amusement resort is situated in a central location and is very popular with the children, there is a handsome merry-go-round with good music, and the building is a large and commodious one. It is convenient to the hotels and bathing beach and the trolley is but a block distant. The music is lively, and, with the handsome horses to ride, its popularity is a natural consequence.

THOMAS P. FAY.

Thomas P. Fay, one of the most prominent members of the New Jersey bar, is a leading Long Branch lawyer. He was born forty-three years ago in a house once occupied by the Bonaparte family. After graduating from the Long Branch High School and studying in the law offices of ex-Senator John S. Applegate, he entered Columbia University, where he took a prominent part in athletics and was one of the team which rowed to victory in the famous contest with Harvard. He graduated from the Columbia Law School "cum laude" in the class of 1889, and was admitted to the bar in 1891. Later was admitted as a counselor. He was State Deputy of the Knights of Columbus for four years and District Deputy of the Elks for the State of New Jersey for a year. He is head of the State Home for Girls at Trenton, one of the State's most important institutions, and has been for the seven years since he was appointed a member of the Board of Trustees by Governor Murphy. He has since been appointed by Governors Stokes and Fort. In 1907 he was admitted to practice in the United States Supreme Court, having the signal distinction of being introduced by the Attorney-General of the United States, Hon. Charles J. Bonaparte.

W. G. EISELE.

Florist, Cedar Ave., West End, Long Branch, N. J.

Flowers have an important part in the decorations at the many social functions in Long Branch during the season. Mr. W. G. Eisele is the leading florist at Long Branch and has the regular patronage of the best families in the summer colony. He has large greenhouses at Cedar avenue, West End, where he grows a great variety of flowers, making a specialty of those most in favor for decorative purposes. He is always ready to fill orders for decorations and floral designs for weddings, dinners, funerals, etc., and has charge of the floral decorations for many of the most important functions, fashionable weddings, dinners, etc. He has cut flowers and palms for sale and carries a full selection of hardy shrubs, trees and herbaceous plants at his nurseries. Mr. Eisele has planted many of the finest private gardens in Long Branch. Telephone orders are given prompt and careful attention.

THE HEIDL BAKING CO.

216 Broadway, Long Branch. 91 Broadway, Long Branch.
Ocean Avenue, Sea Bright.

This Company, which is now composed of F. J. Heidl and C. C. Lloyd, conducts the extensive baking business that was originally started in 1867, and it is therefore the oldest established in this section as well as doing the largest business, nine wagons being kept busy during the season and the trade covering a large extent of territory. There are 4,000 loaves baked daily and every attention is paid to cleanliness and to having every ingredient used in the manufacture of this bread, cake and pastry of the best quality. A large force of experienced men are employed and the greatest care taken to insure a high order of excellence. A large amount of the product of this baking company is used by the cottage trade.

Two commodious stores are located in Long Branch, 91 and 216 Broadway reached by telephone 38 W. Long Branch. At Sea Bright another store is located on Ocean Ave., which supplies a large trade in that section, telephone 76 L Sea Bright.

J. SCHNEIDER.

Groceries, Delicatessen, Meats and Poultry, Kosher Meat.

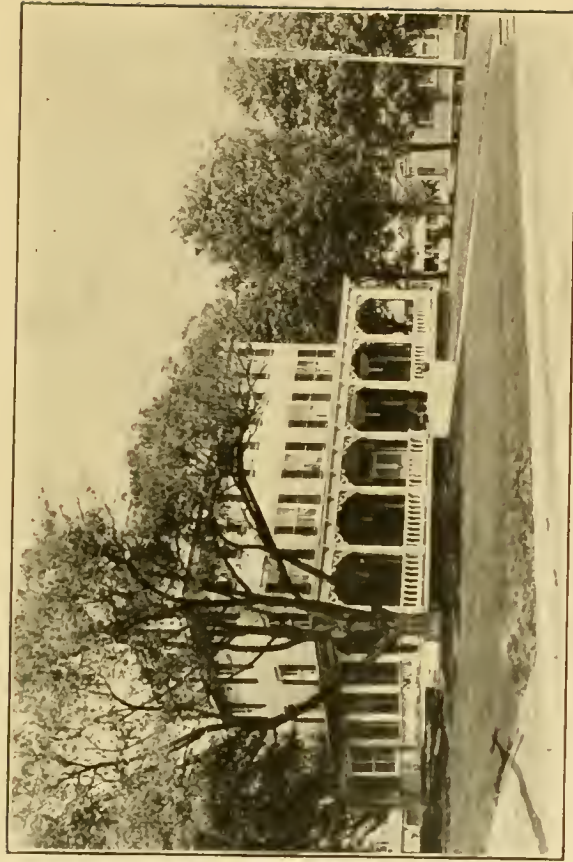
7 and 9 Rockwell Ave., near Broadway, 'Phone 22 L,

Long Branch, N. J.

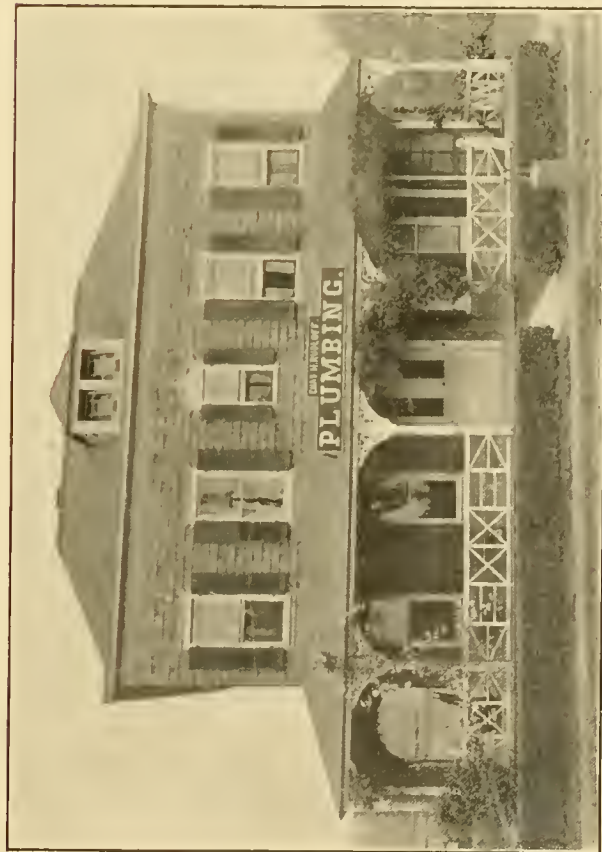
There is as much difference in grocery and provision stores of various kinds as there is in the people who patronize them, and the one carried on by Mr. J. Schneider at Nos. 7 and 9 Rockwell Avenue, near Broadway, is especially adapted to those who appreciate "the good things of life" and want to be sure to have a chance to choose from the best which the market affords. This is really two stores in one, for it includes a thoroughly up-to-date grocery store and a first-class meat market. Mr. Schneider makes a specialty of delicatessen and offers so great a variety that all tastes can be suited to perfection. Employment is given to an adequate force of thoroughly competent assistants, there is telephone connection, and orders are assured prompt and careful attention.



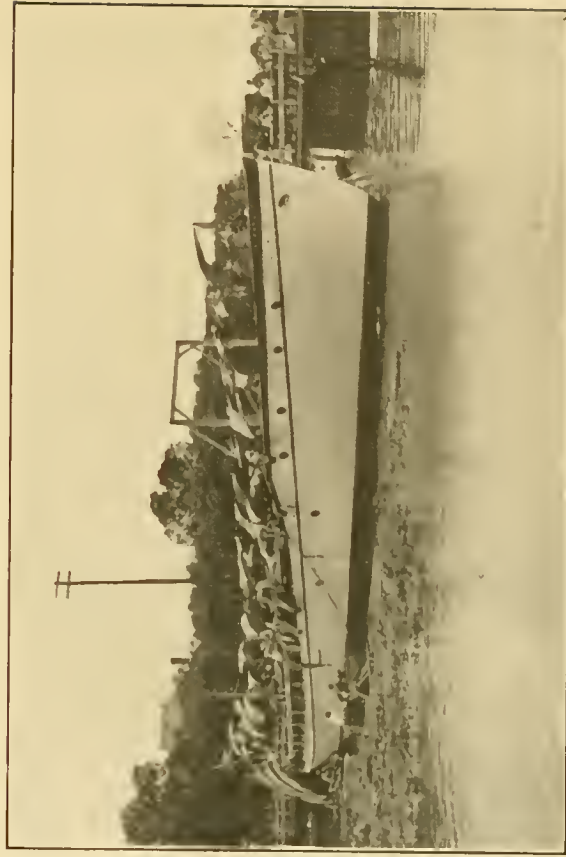
RESIDENCE OF THOMAS P. FAY, ESQ., 96 SECOND AVENUE



THE VICTORIA, 88 SECOND AVENUE



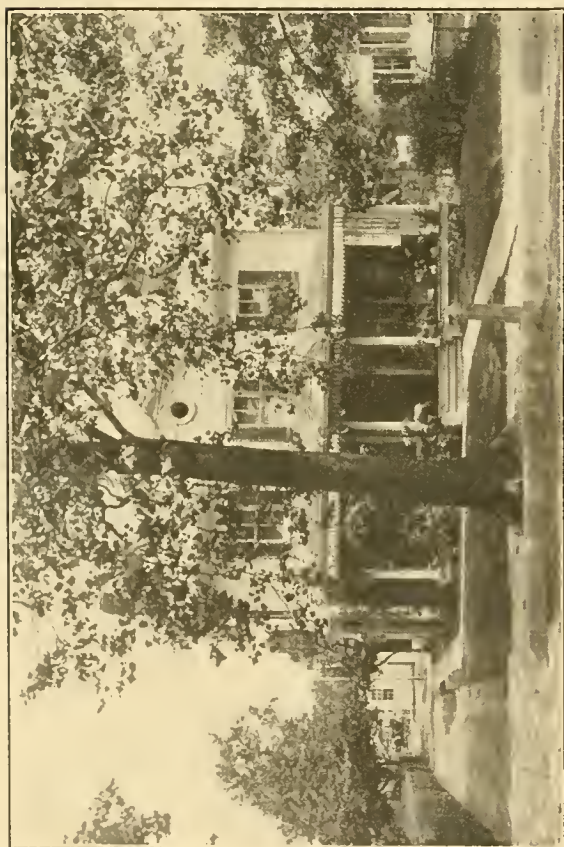
RESIDENCE OF CHAS. H. RUDLOFF, NORWOOD AVENUE, ELBERON



THE NAHNEOKA (99 FT. LONG 17 FT. BEAM) BUILT FOR H. N. BARUCH
BY THE L. R. WILLIAMS BOAT AND LAUNCH WORKS



RESIDENCE OF R. R. HUGHES, CEDAR AVENUE, WEST LONG BRANCH



RESIDENCE OF MONROE V. POOLE, CEDAR AVENUE, WEST LONG BRANCH



VIEW ON BATH AVENUE



THE TAKANASSEE, BRIGHTON AND OCEAN AVENUES, WEST END



OCEAN AVENUE, WEST END, FROM THE TAKANASSEE

Cottrell Photo.

BUSINESS ANNOUNCEMENTS

JACOB A. KING.

Real Estate, 238 Third Ave., Long Branch, N. J. and
154 Brighton Ave., West End, N. J.

As a center of real estate activity Long Branch has the most important business on the New Jersey coast and a recognized leader in this line is Mr. Jacob A. King, who handles an extensive business along the coast from Atlantic Highlands to Ocean Grove. His list of properties for sale and to let is the largest and most complete on the New Jersey coast. Mr. King is one of the leading real estate men in New York City, where he has offices at 51 West 125th street and 596 Broadway. He has one of the largest clienteles in New Jersey Coast property, where he has been active for many years, and he has offices opposite the Long Branch depot, also on Brighton avenue, West End and at North Asbury Park. His operations include investments, furnishings, insurance, renting and repairs. He has a wide reputation as an expert on coast property and his extensive business is well organized. Properties are taken care of and clients are guaranteed against loss by burglary, theft and fire. All Mr. King's offices have telephone connections and inquiries are promptly answered. He is known as the Real Estate man that "never misrepresents."

JACOB GASSMAN & SON.

13, 15, 17 Liberty St., Long Branch, N. J.

For the local consumption in Long Branch there is a general demand for the world's best products and prominent among these is Pabst Milwaukee Beer, which has taken fifty gold medals all over the world. Jacob Gassman and Son, the Monmouth County agents for this world famous beer, occupy commodious premises at 13, 15 and 17 Liberty street, and have up-to-date facilities for the convenient handling of an extensive business. They have a very large and increasing business from the cottage colony in Long Branch as well as all over Monmouth County. Their wagons cover this territory very thoroughly and the reliability of their delivery service gives special satisfaction to their customers. Telephone (110 R) orders promptly filled. In the cottage colony they have a very large list of regular customers, the families who always want the best, and they are gaining new patrons each season. All orders receive prompt and careful attention. As a special inducement they have reduced the price to \$1.00 per case for twenty-four pint bottles delivered to any part of Monmouth County.

GOLDSTEIN'S DEPARTMENT STORE.

Corner Broadway and Liberty St., Long branch, N. J.

With a department store conveniently located to the shore, summercottagers have found that they gained nothing by sending out of town for anything usually carried in a well-stocked department store. The management having bought closely, availed itself of all cash discounts and bought in many instances direct of the manufacturer's agents, is in a position to offer customers the lowest price at all seasons. They do not depend on special bargain sales to attract trade, their prices being at the lowest for first-class quality, at all times. The store is a large corner one and is an ornament to Broadway. Cottagers coming in automobiles or carriages will find the Liberty Street side very convenient to alight from.

Mr. Joseph Goldstein is a well-known business man of the city and a member of the Board of Trade. He is active in the advancement of the prosperity of Long Branch. The store has a large out-of-town trade and telephone orders are promptly filled. Any article not in stock will be procured at short notice.

THE TAKANASSEE.

Brighton Avenue, West End, N. J.

(See preceding page)

The Takanassee is now opened under the management and proprietorship of Mr. Frederick F. Katzenbach, a hotel man of large experience. Guests at the Takanassee the present season are pleased with the changes and improvements made in the hotel and its grounds. One of the most attractive, unique, well lighted and ventilated dining rooms along the entire coast has been erected on the lawn directly east of the hotel. The old dining room on the fifth floor is now used as an amusement room, and it makes a fine ball-room, where all dances are held. It is especially large, airy, well lighted, and has a fine smooth floor surface. The grounds are improved by the planting of a hedge entirely around their street line, and by shrubbery and flower beds. An excellent tennis court has been constructed near the northeast corner of the hotel. The hotel is conducted on the "American plan." The table is strictly first-class, the service of the highest order, and a special rate is made to guests making a prolonged stay.

"Long Branch possesses the finest natural advantages of any resort along the Jersey Coast, and embraces in its environments some of the most beautiful summer homes in the world. The new bluffwalk, the casino, the band and the many attractions of boat, river and bay are at the disposal of the visitors, and we do not know where pleasure seekers can spend a more delightful vacation than in Long Branch, the first of the Jersey Coast resorts to become famous throughout the world."—*New York Herald*.



MONMOUTH MARKET.

Edward W. Reid, Proprietor. Established 1883. 28 Atlantic Ave., 'Phone 27 L, Long Branch Market, 27 J, Long Branch Residence. North Long Branch, N. J.

The "Monmouth Market" is certainly a very popular establishment and its popularity is thoroughly well-deserved, as the goods handled and the service rendered are strictly first class in every respect. The premises utilized are conveniently located at No. 28 Atlantic avenue, opposite railroad depot, and are owned by the proprietor of the Market, Mr. E. W. Reid, who gives close personal attention to the supervision of the details of the business and thereby maintains the service at a uniformly high standard of efficiency. An up-to-date refrigerating plant keeps meat and poultry in fine condition. He does business on the policy of giving customers choice from a very full selection of the very best meats, poultry and provisions which the market affords and as his prices will bear the severest comparison with those of any other dealer in goods of equal merit it naturally follows that he has a very extensive and select patronage. Mr. Reid gives special attention to patronage from The Reservation to Monmouth Beach and points north as far as Rumson Road.



LIBERTY STREET, FROM BROADWAY

(JACOB GASSMAN & SON)



NORTH SIDE, BROADWAY WEST FROM LIBERTY STREET

Cottrell Photo.



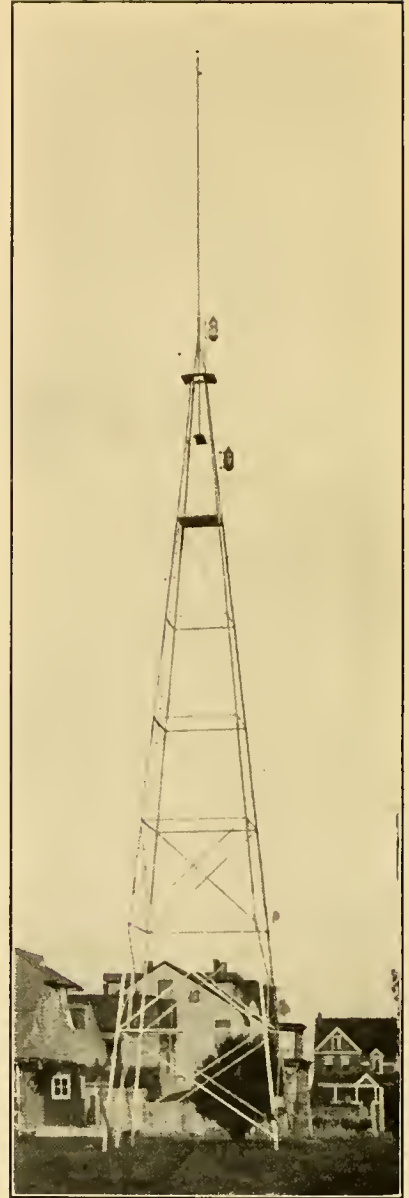
THE ELKS' CLUB HOUSE

What Some Papers Say of New Long Branch

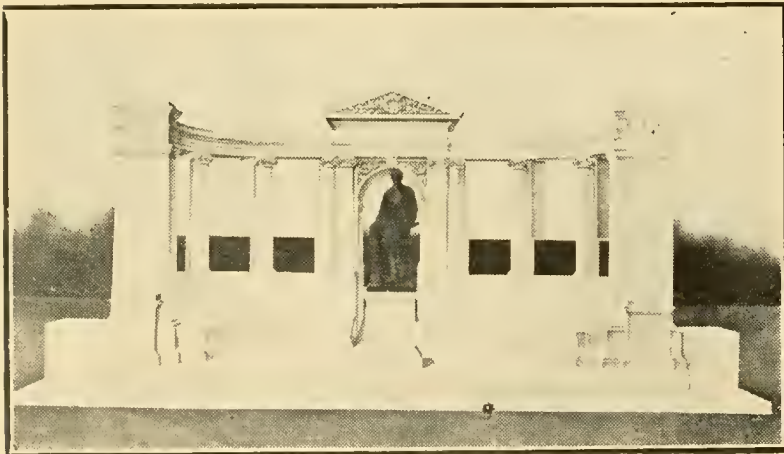
—An ideal ocean town in New Jersey, fronting on the Atlantic and within easy access of this city, is Long Branch. Without doubt it is one of the most alluring residential seashore places in this country. There is not a single flaw in its realty measurements, and its popularity as an all-year home district is increasing more rapidly than any other place with fine beach frontage on the Atlantic Ocean and within the metropolitan area. No other New Jersey city along the Atlantic Coast includes among its realty assets many miles of shore front, a chain of lakes and a high class residential district bordered by a navigable river. Long Branch is so superbly located, so lavishly endowed by nature, and so well built up that it can easily grow to higher heights of greatness and of grandeur.—*New York Tribune*.

Long Branch, the rejuvenated summer home of five Presidents, is enjoying a boom. Its natural attractions, including highest elevation on Atlantic Seaboard and combination of ocean, lakes and river, and its location nearer New York and the great metropolitan area than any other New Jersey resort have all been factors, of course. But it's the new spirit of enterprise which has found expression in million-dollar ocean front improvements and an advertising campaign which has counted most.

It is not at all strange that the city is growing faster than any in the State, according to census statistics, which showed a 37½ per cent. increase between the national census of 1900 and the State census of 1905. And in 1905 the boom was just being launched.—*Philadelphia Inquirer*.



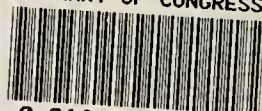
WEATHER BUREAU DISPLAY STATION



THE \$20,000 GARFIELD MONUMENT IN OCEAN PARK

There is a new Long Branch. There is even a great city, with a permanent population, with large industries, with enterprising merchants, with ambitions and with a world of its own. Yet that is not all. From Atlantic Highlands to Point Pleasant, spreading back through the rivers and inlets and covering a territory many miles in area, is a district peculiar to itself, the home of thousands of prominent residents, yet still the resort of the continent, the chosen spot of pleasure for the greatest center of American population. Of this Long Branch is the natural center.—*Newark Call*.

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